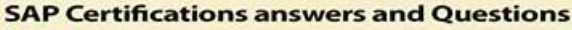


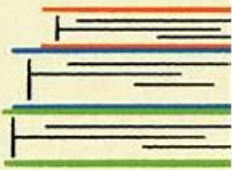
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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Topic 1	Discovering the WalkMe Solution: This section of the exam measures skills of WalkMe Sales Specialists and covers the core understanding of WalkMe's platform, its primary features, and the problems it solves. Candidates are assessed on their ability to identify customer pain points and match them with WalkMe's digital adoption capabilities. It emphasizes foundational product knowledge and discovery techniques that align customer needs with potential WalkMe benefits.
Topic 2	Selling the WalkMe Solution: This section of the exam measures skills of WalkMe Sales Specialists and covers the full selling cycle, including objection handling, negotiation, and closing strategies. It tests how well candidates can tailor their sales pitch, manage customer relationships, and use WalkMe success stories to support their case. This part highlights practical approaches for converting leads into long-term partnerships using a consultative sales model.
Topic 3	Positioning the WalkMe Solution: This section of the exam evaluates Digital Adoption Consultants and focuses on crafting compelling value propositions. It explores how to position WalkMe's unique selling points across industries and use cases. Emphasis is placed on aligning the solution with business goals, demonstrating ROI, and addressing competitive differentiators when presenting WalkMe to stakeholders.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q25-Q30):

NEW QUESTION # 25

What unique technology powers WalkMe's AI-first Digital Adoption Platform (DAP), enabling it to understand application context and drive adoption success?

- A. FedRAMP Certified Platform
- B. Library of Pre-Made Content
- C. DeepUI Technology
- D. SAP Ecosystem Integration

Answer: C

NEW QUESTION # 26

What is the role of the WalkMe snippet in the deployment process?

- A. It customizes content for each user group
- B. It secures user data through encryption
- C. It ensures compatibility with all versions of application software
- D. It enables WalkMe content to be displayed over applications

Answer: D

Explanation:

The primary role of the WalkMe snippet in the deployment process is:

B . It enables WalkMe content to be displayed over applications ☐

☐ Why this is correct

WalkMe's snippet is a small JavaScript snippet that's added to the application's codebase. It functions as the core mechanism that:

* Loads and overlays WalkMe guidance (like Smart Walk-Thrus, tooltips, menus) onto target applications

* Differentiates between Test and Production environments-only injected when appropriate-so content is shown in the correct setting.

Without the snippet, WalkMe content built in the Editor would not render within the application UI.

☐ Why the other options are incorrect

* A. Ensuring compatibility with all versions of application software

While snippet compatibility is important, its core function isn't version matching-it's content delivery.

* C. Securing user data through encryption

Security and encryption are managed via WalkMe's backend, CDN delivery, and network infrastructure- not the snippet itself.

* D. Customizing content for each user group

Segmentation and content targeting are handled by WalkMe's configuration (Conditions/Segments), not by the snippet.

☐ Final Answer

B . It enables WalkMe content to be displayed over applications.

NEW QUESTION # 27

Which WalkMe service offering provides a quick time-to-value deployment with a fixed price and scope?

- A. WalkMe Shield

- B. Digital Experience Analytics
- C. Time & Materials Engagement
- **D. Activation SKU**

Answer: D

Explanation:

The WalkMe service offering that provides a quick time-to-value deployment with a fixed price and scope is:

C . Activation SKU ☐

☐ Why this is correct

The Activation SKU is designed specifically for fast-track deployments-typically delivering pre- configured workflows with a fixed scope and cost. It enables organizations to implement WalkMe for specific applications (like Salesforce or SAP SuccessFactors) and go live in as little as 4 weeks, offering a clear, predictable time-to-value outcome without scope creep

☐ Why the other options aren't correct

A . Digital Experience Analytics - This is focused on gathering and analyzing usage data; it's not a deployment package.

B . Time & Materials Engagement - This engagement model is flexible but not fixed-price and doesn't ensure rapid deployment.

D . WalkMe Shield - A quality assurance tool for testing and automating content; not related to deployment scope or pricing.

☐ Final Answer:

C . Activation SKU provides the bundled, fixed-scope deployment that ensures a rapid go-live and predictable investment.

NEW QUESTION # 28

Which market trend is most relevant to driving adoption for tools like WalkMe?

- A. Increasing investment in physical retail stores
- **B. Global movement towards digital transformation**
- C. Preference for local software providers
- D. Rising popularity of traditional employee training methods

Answer: B

NEW QUESTION # 29

Which of the following are measurable impacts delivered by WalkMe? Note: There are 3 correct answers to this question.

- A. Elimination of all R&D costs within enterprises
- B. Reduction in compliance-related issues through automatic insights
- **C. Enhanced user satisfaction through NPS and CSAT improvements**
- **D. Increased employee productivity through streamlined workflows**
- **E. Faster and more flexible product delivery**

Answer: C,D,E

NEW QUESTION # 30

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