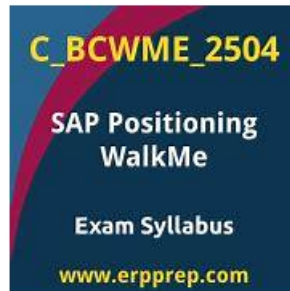


Quiz SAP - C_BCWME_2504 - SAP Certified Associate - Positioning WalkMe—Efficient Valid Exam Registration



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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">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.
Topic 2	<ul style="list-style-type: none">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	<ul style="list-style-type: none">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.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q12-Q17):

NEW QUESTION # 12

What are WalkMe's strengths compared to competitors? Note: There are 3 correct answers to this question.

- A. WalkMe is purpose-built for exclusive use on specific applications
- B. WalkMe's analytics provide actionable insights to optimize user adoption and ROI
- C. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category
- D. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities
- E. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology

Answer: B,D,E

NEW QUESTION # 13

What measures does WalkMe take to enhance data security for enterprise customers? Note: There are 3 correct answers to this question.

- A. Integrating multi-factor authentication for added security layers
- B. Modifying user environments for additional data privacy
- C. Offering localized data storage options based on regional requirements
- D. Utilizing advanced encryption methods to protect sensitive data
- E. Following international privacy regulations to ensure compliance

Answer: C,D,E

NEW QUESTION # 14

What is the main focus of a mid-level influencer during the sales cycle?

- A. Driving organizational ROI
- B. Mitigating company-wide risks
- C. Addressing operational inefficiencies and aligning with high-level goals
- D. Increasing recruitment efficiency

Answer: C

Explanation:

The main focus of a mid-level influencer during the sales cycle is:

D. Addressing operational inefficiencies and aligning with high-level goals □ According to the Learning SAP course "Identifying Mastering Personas," mid-level influencers-typically middle management-are responsible for vetting solutions and driving digital initiatives. They care deeply about solving day-to-day operational challenges while ensuring alignment with broader organizational objectives. learning.sap.com

NEW QUESTION # 15

What is included in WalkMe's embedded content provided with SAP applications?

- A. Basic guidance like help menus and tooltips

- B. Comprehensive analytics and insights
- C. The full suite of WalkMe features
- D. Customizable digital adoption content

Answer: A

Explanation:

The correct answer is:

C . Basic guidance like help menus and tooltips

Explanation

According to SAP's documentation, when WalkMe is embedded within SAP applications (such as SuccessFactors or S/4HANA), users are provided with contextual, in-app guidance features-including smart walkthroughs, tooltips, task lists, and on-demand help menus. These are considered "basic guidance" rather than the full breadth of WalkMe's platform capabilities.

Why the other options are incorrect

* A. The full suite of WalkMe features

Embedded WalkMe content delivers a subset focused on guidance-not the full product suite.

* B. Comprehensive analytics and insights

While analytics are available in the platform, they are not part of the embedded content. Those insights are part of the broader WalkMe offering outside the embedded scope.

* D. Customizable digital adoption content

Customized training and adoption flows are built and managed in the full WalkMe platform-not included in the out-of-the-box embedded offering.

NEW QUESTION # 16

What primary issue does WalkMe's solution aim to solve for customers?

- A. Need for upgrading physical infrastructure in organizations
- **B. Challenges in adopting and effectively using digital tools**
- C. Difficulty in maintaining accurate financial records
- D. High employee turnover rates

Answer: B

Explanation:

The primary issue WalkMe's solution is designed to solve for customers is:

D . Challenges in adopting and effectively using digital tools

Why this is the correct answer

WalkMe is a Digital Adoption Platform (DAP) that sits on top of your technology stack to help organizations understand who is using software, how it's being used, and where friction exists-then provide in-app guidance and automation to smooth those friction points

Why the other options are incorrect

* A. Need for upgrading physical infrastructure

This is unrelated-WalkMe focuses on software adoption, not hardware upgrades.

* B. High employee turnover rates

While adoption issues can indirectly influence turnover, WalkMe does not directly address retention.

* C. Difficulty in maintaining accurate financial records

That's a domain for finance systems and accounting, not WalkMe's primary focus.

In summary: WalkMe's core mission is to help users adopt and effectively use digital tools, enabling faster onboarding, fewer support tickets, and greater productivity.

NEW QUESTION # 17

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