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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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q16-Q21):

NEW QUESTION # 16

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

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

Answer: B,C,D

NEW QUESTION # 17

Which of the following are strategic pillars of WalkMe's product strategy? Note: There are 3 correct answers to this question.

- A. Action
- B. Experience
- C. Data
- D. Integration
- E. Results

Answer: A,B,C

NEW QUESTION # 18

A customer mentions they're facing challenges introducing new employees to a complex Software as a Service (SaaS) application. They report high training costs and low adoption rates. What WalkMe feature best addresses this challenge?

- A. Task Automation Tools
- B. Digital Onboarding and Training Modules
- C. Customizable Landing Pages
- D. Sentiment Analysis

Answer: B

Explanation:

The WalkMe feature that best addresses the challenge of introducing new employees to a complex SaaS application-while reducing training costs and boosting adoption-is:

B . Digital Onboarding and Training Modules ☐

☐ Why this is the best fit:

* These modules include tools like Smart Walk-Thrus, contextual SmartTips, and in-app training flows designed to guide employees step-by-step through tasks in real time.

* They help reduce manual efforts and training expenses while improving user adoption and productivity

☐ Why not the other options:

* A. Sentiment Analysis - This analyzes user feedback and tone, not directly used for onboarding or initial training walkme.com

* C. Customizable Landing Pages - These offer navigation aids but don't provide the interactive, guided training needed.

* D. Task Automation Tools - Useful for automating repetitive tasks, but not focused on supporting new employee onboarding and learning flows.

So, for addressing high training costs and low adoption rates in a SaaS rollout scenario, Digital Onboarding and Training Modules provide the ideal WalkMe solution.

NEW QUESTION # 19

Which feature of WalkMe Discovery allows enterprises to gain insights to optimize their technology stack?

- A. Providing forecasts for future revenue growth
- **B. Identifying all applications being used across the organization**
- C. Automating employee onboarding processes
- D. Reducing costs associated with hardware infrastructure

Answer: B

NEW QUESTION # 20

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

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

Answer: C

Explanation:

The correct answer is:

C . DeepUI Technology ☐

☐ Why DeepUI?

WalkMe's proprietary DeepUI technology is the core behind its AI-first Digital Adoption Platform (DAP). It uses advanced AI-driven element recognition to understand applications like humans do, automatically adjusting guidance content when application interfaces change-ensuring reliability and consistency in user support.

☐ Why not the others?

* A. SAP Ecosystem Integration - While WalkMe integrates with SAP, this is not the unique AI engine powering the platform.

* B. Library of Pre-Made Content - WalkMe offers content building tools, but these aren't the core technology that uses AI context.

* D. FedRAMP Certified Platform - This refers to security compliance, not the AI-based functionality used for context-aware guidance.

☐ Final Answer:

C . DeepUI Technology provides the AI-powered foundation that enables WalkMe's contextual, adaptive DAP experience.

NEW QUESTION # 21

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