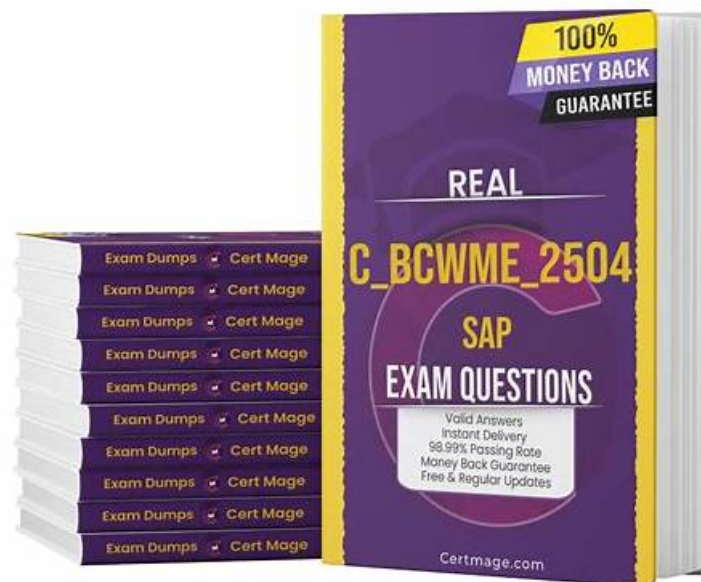


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SAP C_BCWME_2504 Exam Syllabus Topics:

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 (Q14-Q19):

NEW QUESTION # 14

How does WalkMe empower enterprises to recover productivity losses?

- A. By automating recruitment processes
- B. By outsourcing workflow management to third-party providers
- C. By offering proactive, contextual guidance through AI-powered tools
- D. By replacing enterprise tools with simpler solutions

Answer: C

Explanation:

The WalkMe feature that best helps enterprises recover productivity losses is:

B. By offering proactive, contextual guidance through AI-powered tools ☐ WalkMe empowers users by delivering real-time, in-app guidance tailored to individual workflows. Specifically, their contextual AI tools-like the new "Action Bar"-proactively suggest next steps, remind users of critical tasks, and offer support based on ongoing context across applications. This reduces disruptions, closes adoption gaps, and accelerates productivity recovery Why the other options don't apply:

* A. By automating recruitment processes

☐ WalkMe focuses on user productivity and adoption, not HR or recruiting workflows.

* C. By outsourcing workflow management to third-party providers

☐ WalkMe provides in-house software tools and guidance-not workflow outsourcing.

* D. By replacing enterprise tools with simpler solutions

☐ WalkMe enhances existing enterprise tools rather than replacing them.

In summary: WalkMe recovers lost productivity by embedding AI-powered, proactive guidance directly into enterprise software workflows-helping users avoid friction and work smarter in the moment.

NEW QUESTION # 15

What challenges does WalkMe address for enterprises adopting SAP S/4HANA?Note: There are 2 correct answers to this question.

- A. Low user engagement and adoption rates
- B. Lack of third-party integrations
- C. Difficulty in managing change management processes
- D. High software licensing costs

Answer: A,C

Explanation:

Here are the two main challenges WalkMe addresses for enterprises adopting SAP S/4HANA, as outlined on learning.sap.com:

☐ C. Low user engagement and adoption rates

WalkMe accelerates user adoption during S/4HANA migrations-whether Greenfield or Brownfield-by embedding in-app guidance like Smart Walk-Thrus, real-time help, and automation. This helps users quickly become proficient and engaged with new workflows.

☐ D. Difficulty in managing change management processes

WalkMe supports change initiatives by delivering targeted announcements, reminders, and context-aware guidance, which significantly reduces friction, user errors, and support tickets during transitions learning.sap.com

☐ Not correct:

* A. Lack of third-party integrations - WalkMe enhances the SAP platform experience but doesn't specifically provide integrations for third-party systems.

* B. High software licensing costs - Reducing licensing expenses isn't a primary focus of WalkMe's S/4HANA deployment strategy.

☐ Bonus Insight

Here's a practical example of how WalkMe, in partnership with Deloitte, supports organizations during the S/4HANA implementation:

* Video URL

<https://youtu.be/CMLDKQ5gJMc>

NEW QUESTION # 16

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

- A. The full suite of WalkMe features
- **B. Customizable digital adoption content**
- C. Basic guidance like help menus and tooltips
- D. Comprehensive analytics and insights

Answer: B

NEW QUESTION # 17

What are the benefits of using WalkMe on SAP S/4HANA? Note: There are 2 correct answers to this question.

- A. Enhances physical infrastructure scalability
- **B. Improves compliance with regulatory requirements**
- C. Automates payroll processing
- **D. Simplifies user adoption and reduces training time**

Answer: B,D

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

Answer: A

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.

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

NEW QUESTION # 19

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