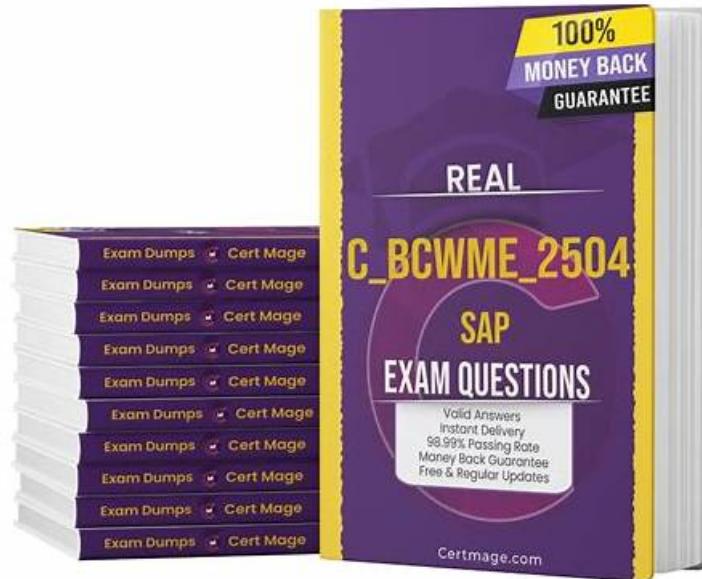


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SAP C_BCWME_2504 Exam Syllabus Topics:

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">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 3	<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.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q20-Q25):

NEW QUESTION # 20

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

Answer: C

NEW QUESTION # 21

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

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

Answer: B,C,E

NEW QUESTION # 22

Which feature of WalkMe helps enterprises maintain consistent branding across tools to improve user adoption?

- A. WalkMe Shield
- B. Multi-Language
- C. Discovery
- D. Theming

Answer: D

NEW QUESTION # 23

What role does WalkMe's Action pillar serve?

- A. To create workflows and guidance content quickly
- B. To automate application updates
- C. To ensure intuitive user experiences
- D. To provide real-time analytics for identifying inefficiencies

Answer: A

Explanation:

The correct answer is:

B . To create workflows and guidance content quickly

Explanation

According to the Learning SAP course Outlining Strategy and Messaging, WalkMe's Action pillar is all about empowering organizations to rapidly design and deploy workflows and guidance content-with minimal IT involvement-using tools like the Workflow Accelerators, WalkMe Editor, and Builder Assistant. It enables companies to turn data-driven insights into action effectively.

Why other options aren't correct:

* A. To automate application updates - This doesn't fall under the Action pillar's scope, which focuses on guided workflows and in-app support, not software maintenance.

* C. To ensure intuitive user experiences - While intuitive experiences are part of the Experience pillar (with smart walkthroughs, AI chat, etc.), the Action pillar focuses specifically on building and rolling out guidance content

* D. To provide real-time analytics for identifying inefficiencies - This relates to the Data pillar, which handles analytics and insights, not the Action pillar.

Final Answer:

B . To create workflows and guidance content quickly

NEW QUESTION # 24

What are the key functional categories of WalkMe's capabilities in the new pricing model?

- A. Data & Analytics, Action & Experience, Platform & Admin
- B. Content Creation, Deployment, Analytics & Insights
- C. Digital Adoption, Process Optimization, Compliance Management
- D. Workflow Automation, User Engagement, Security & Privacy

Answer: A

Explanation:

The correct answer is:

B . Data & Analytics, Action & Experience, Platform & Admin

Explanation

According to WalkMe's updated pricing model detailed on their pricing page, the platform's key functional categories are:

* Data & Analytics: Application usage insights, workflow and form analytics, guidance analytics, flow analysis, and custom dashboards.

* Action & Experience: Tools for building interactive guidance (walk-thrus, tooltips, notifications), workflow automation, theming, conversational interfaces, and workstation deployment walkme.com

* Platform & Admin: Admin center, access management, security settings (2FA, roles), data privacy, extensibility, and data hosting controls walkme.com

Why the other options aren't correct:

* A. Workflow Automation, User Engagement, Security & Privacy - these are features under the main categories but don't reflect the pricing model structure.

* C. Digital Adoption, Process Optimization, Compliance Management - more thematic goals, not official pricing tiers.

* D. Content Creation, Deployment, Analytics & Insights - overlaps some areas but doesn't match the naming and structure used by WalkMe's pricing documentation.

Final Answer: B. Data & Analytics, Action & Experience, Platform & Admin.

NEW QUESTION # 25

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