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SAP C_BCWME_2504 考試大綱：

主題	簡介
主題 1	<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.
主題 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.

主題 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.

最新的 SAP Certified Associate C_BCWME_2504 免費考試真題 (Q27-Q32):

問題 #27

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

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

答案: A

問題 #28

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

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

答案: A

解題說明:

The market trend most relevant to driving adoption for tools like WalkMe is:

B. Global movement towards digital transformation

Why It Matters

* The worldwide shift toward digital transformation is the primary catalyst making Digital Adoption Platforms (DAPs) essential-organizations must ensure their tools are not just implemented, but also fully adopted by users.

* WalkMe specifically addresses the "digital adoption gap" where companies invest heavily in digital tools but struggle to achieve actual usage-costing millions in productivity and ROI losses.

Why the others aren't relevant

* A. Preference for local software providers - While regional tools play a role, the dominant trend is global digital transformation driving homogeneous adoption needs.

* C. Rising popularity of traditional employee training methods - Traditional training is declining; digital, in-app guidance is gaining momentum.

* D. Increasing investment in physical retail stores - This is unrelated to software adoption and digital change initiatives.

Summary

* The dominant market force fueling WalkMe's growth and adoption is the global digital transformation movement-organizations need to bridge the gap between digital investment and actual user engagement.

Final Answer: B. Global movement towards digital transformation.

問題 #29

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

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

答案: B

解題說明:

The correct answer is: D

D. Theming

Explanation

According to SAP's training materials on learning.sap.com, WalkMe's Theming feature is specifically designed to help enterprises maintain consistent branding across tools. This feature ensures that WalkMe elements-such as tooltips, walk-thrus, and help menus-seamlessly integrate with the look and feel of existing applications. By aligning colors, fonts, and overall design, Theming significantly boosts user trust and adoption rates.

Why the other options are incorrect

* A. Multi-Language: Enables content translation and localization, but doesn't impact branding aesthetics.

* B. WalkMe Shield: Specialized in automation testing and content validation-not for styling or branding.

* C. Discovery: Focuses on identifying unused software and compliance risks, not UI customization or branding.

Final Answer:

D. Theming - it ensures consistent branding across tools, which helps improve user adoption and engagement.

問題 #30

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**

答案: **B,D**

解題說明:

The correct answers are:

B. Simplifies user adoption and reduces training time

WalkMe's in-app guidance, onboarding support, and automation tools (like Smart Walk-Thrus and reminders) help users settle into SAP S/4HANA faster, significantly reducing training needs and accelerating adoption-especially during both greenfield and brownfield migrations

D. Improves compliance with regulatory requirements.

By guiding users through proper workflows, delivering targeted announcements, and reducing errors, WalkMe supports compliance efforts during S/4HANA transitions and beyond.

✘ Why the other options are incorrect:

* A. Automates payroll processing - This is not part of WalkMe's functionality; it doesn't automate backend financial processes like payroll.

* C. Enhances physical infrastructure scalability - WalkMe focuses on digital adoption and guidance, not physical hardware or infrastructure enhancements.

Final Answer:

B and D.

問題 #31

What percentage of digital transformation initiatives fail to meet their goals due to poor tool adoption?

- A. 50%
- **B. 70%**
- C. 30%
- D. 90%

答案: **B**

問題 #32

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