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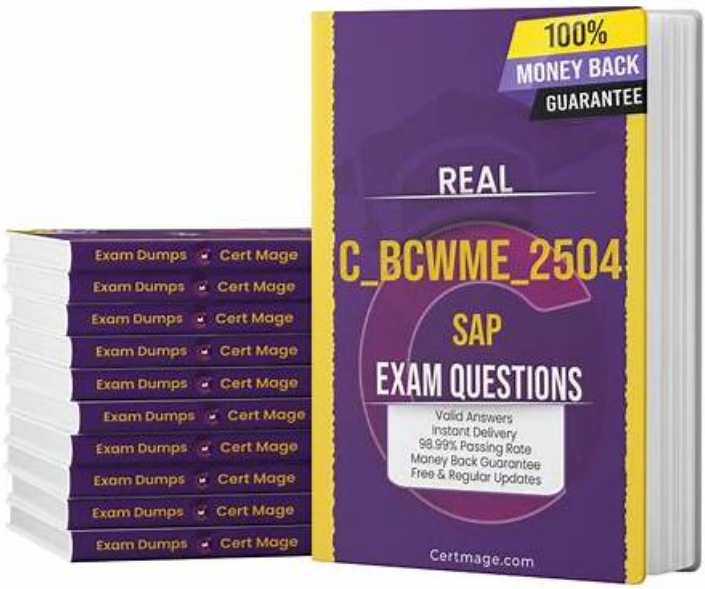

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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 (Q14-Q19):

NEW QUESTION # 14
Which feature of WalkMe Discovery allows enterprises to gain insights to optimize their technology stack?

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

Answer: D

NEW QUESTION # 15
What challenges does WalkMe address for enterprises adopting SAP S/4HANA? Note: There are 2 correct answers to this question.

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

Answer: C,D

NEW QUESTION # 16
Why do organizations invest in Digital Adoption Platforms (DAP) like WalkMe?

- A. To reduce the need for IT support during software rollouts
- B. To automate payroll and HR processes for efficiency
- C. To replace outdated hardware systems with modern alternatives
- D. To improve user adoption and ensure maximum RO! on technology investments

Answer: A,D

Explanation:
From insights on learning.sap.com, organizations invest in Digital Adoption Platforms (DAPs) like WalkMe primarily to:
 A. To improve user adoption and ensure maximum ROI on technology investments WalkMe addresses low adoption rates, streamlines workflows, and helps customers fully realize the value of their digital tools-all contributing to improved ROI
 B. To reduce the need for IT support during software rollouts
WalkMe provides in-app guidance and self-service options like Smart Walk-Thrus and SmartTips that empower users to learn independently and reduce reliance on IT support
 Not the primary reasons:
* C. To replace outdated hardware systems with modern alternatives
WalkMe focuses on software adoption and usage optimization-not on hardware refreshes.
* D. To automate payroll and HR processes for efficiency
While WalkMe can guide users through HR software, its mission isn't centered on HR automation itself.
 In Summary:
Objective WalkMe's Role

Improve user adoption & maximize ROI Guided adoption, analytics, and reducing friction Reduce IT support during rollouts Self-service walkthroughs and contextual help So, the correct answe rs are A and B.

NEW QUESTION # 17
What is one of WalkMe's differentiators when compared to other Digital Adoption Platforms (DAP)?

- A. Exclusive focus on customer experience workflows
- B. Offering a combination of guidance tools and actionable analytics
- C. Limited scalability for smaller businesses
- D. Ability to operate without integrating into other software

Answer: B

Explanation:
The correct answer is:
A . Offering a combination of guidance tools and actionable analytics □ Why this matters WalkMe stands out among Digital Adoption Platforms (DAPs) by not only providing in-app guidance-such as walkthroughs, tooltips, and task lists-but also delivering actionable insights through analytics. This powerful combination empowers organizations to both guide users and continuously optimize adoption using real-world usage data.
Why the other options don't apply
* B. Limited scalability for smaller businesses
□ This is a limitation, if anything-not a differentiator or benefit.
* C. Exclusive focus on customer experience workflows
□ WalkMe supports a wide array of use cases, including employee onboarding, IT, finance, and more- not just customer workflows.
* D. Ability to operate without integrating into other software
□ WalkMe overlays onto existing applications and integrates deeply-it doesn't operate in isolation.
□ Final Answer: A. Offering a combination of guidance tools and actionable analytics.

NEW QUESTION # 18
Which persona is responsible for aligning organizational strategy with technological efficiency while addressing the challenges of resource allocation and system integration?

- A. Chief Revenue Officer
- B. Sales Enablement
- C. Operations Leader
- D. Chief Information Officer

Answer: D

NEW QUESTION # 19
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