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## SAP C-BCWME-2504 Exam Syllabus Topics:

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Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>• <b>Selling the WalkMe Solution:</b> 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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• <b>Discovering the WalkMe Solution:</b> 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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Positioning the WalkMe Solution:</b> 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.</li> </ul>

## SAP Certified Associate - Positioning WalkMe Sample Questions (Q22-Q27):

### NEW QUESTION # 22

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

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

**Answer: D**

### NEW QUESTION # 23

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. Sentiment Analysis
- **C. Digital Onboarding and Training Modules**
- D. Customizable Landing Pages

**Answer: C**

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 # 24

What is the primary purpose of WalkMe's Digital Adoption Platform (DAP)?

- A. To implement advanced hardware solutions
- B. To automate recruitment processes
- C. To manage payroll systems efficiently
- **D. To reduce digital friction and guide users through complex software**

**Answer: D**

Explanation:

The primary purpose of WalkMe's Digital Adoption Platform (DAP) is:

B. To reduce digital friction and guide users through complex software ☐

☐ Why This Is Correct

WalkMe DAP is an intelligence-driven overlay that sits on top of your existing applications and provides contextual guidance and automation to users at the exact moment they're facing friction. This minimizes errors, accelerates digital proficiency, and relieves support bottlenecks.

☐ Why the Other Options Aren't Correct

\* A. To manage payroll systems efficiently - WalkMe doesn't handle backend processes like payroll.

\* C. To implement advanced hardware solutions - Its focus is purely on software adoption and user interaction.

\* D. To automate recruitment processes - WalkMe supports adoption across software, not HR operations like recruitment.

☐ Final Answer:

B. To reduce digital friction and guide users through complex software.

#### NEW QUESTION # 25

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

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

**Answer: A,B,D**

#### NEW QUESTION # 26

Why do organizations invest in Digital Adoption Platforms (DAP) like WalkMe?

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

**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 answers are A and B.

## NEW QUESTION # 27

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