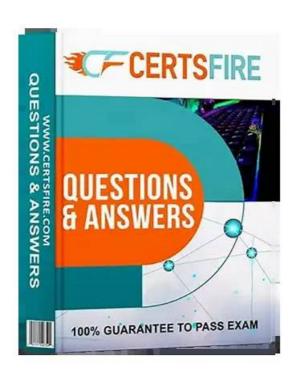
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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Торіс 1	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	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	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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Candidates who pass C-BCWME-2504 Certification prove their worth in the SAP field. The SAP Certified Associate - Positioning WalkMe certification is proof of their competence and skill. This skill is highly useful in big SAP companies that facilitate a candidate's career. To get certified, it is very important that you pass the SAP Certified Associate - Positioning WalkMe certification exam to prove your skills to the tech company. For this task, you require high-quality and accurate prep material to help you out. And many people don't get reliable material and ultimately fail. Failure leads to a loss of time and money.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q14-Q19):

NEW QUESTION #14

What primary issue does WalkMe's solution aim to solve for customers?

- A. High employee turnover rates
- B. Difficulty in maintaining accurate financial records
- C. Need for upgrading physical infrastructure in organizations
- D. Challenges in adopting and effectively using digital tools

Answer: D

Explanation:

The primary issue WalkMe's solution is designed to solve for customers is:

 \boldsymbol{D} . Challenges in adopting and effectively using digital tools \square

Why this is the correct answer

WalkMe is a Digital Adoption Platform (DAP) that sits on top of your technology stack to help organizations understand who is using software, how it's being used, and where friction exists-then provide in-app guidance and automation to smooth those friction points Why the other options are incorrect

- * A. Need for upgrading physical infrastructure
- $\hfill\square$ This is unrelated-WalkMe focuses on software adoption, not hardware upgrades.
- * B. High employee turnover rates
- ☐ While adoption issues can indirectly influence turnover, WalkMe does not directly address retention.
- * C. Difficulty in maintaining accurate financial records
- ☐ That's a domain for finance systems and accounting, not WalkMe's primary focus.

In summary: WalkMe's core mission is to help users adopt and effectively use digital tools, enabling faster onboarding, fewer support tickets, and greater productivity.

NEW QUESTION #15

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

- A. 90%
- B. 70%

- C. 50%
- D. 30%

Answer: B

NEW QUESTION #16

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

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

A	ns	v	æ	r	A

Explanation:

The correct answer is:

A . Offering a combination of guidance tools and actionable analytics \square 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 #17

What measures does WalkMe take to enhance data security for enterprise customers? Note: There are 3 correct answers to this question.

- A. Utilizing advanced encryption methods to protect sensitive data
- B. Offering localized data storage options based on regional requirements
- C. Integrating multi-factor authentication for added security layers
- D. Modifying user environments for additional data privacy
- E. Following international privacy regulations to ensure compliance

Answer: A,B,E

NEW QUESTION #18

What is the main focus of a mid-level influencer during the sales cycle?

- A. Addressing operational inefficiencies and aligning with high-level goals
- B. Mitigating company-wide risks
- C. Driving organizational ROI
- D. Increasing recruitment efficiency

Answer: A

NEW QUESTION #19

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