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# SAP C\_BCWME\_2504 Exam Syllabus Topics:

Topic	Details
Topic 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	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.
Topic 3	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.

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# SAP Certified Associate - Positioning WalkMe Sample Questions (Q24-Q29):

### **NEW QUESTION #24**

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

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

## Answer: D

Explanation:
The correct answer is:
$B$ . Data & Analytics, Action & Experience, Platform & Admin $\square$
☐ 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
- $\Box$  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.
- $\hfill \Box$  Final Answer: B. Data & Analytics, Action & Experience, Platform & Admin.

## **NEW OUESTION #25**

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

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

Answer: D

#### **NEW OUESTION #26**

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

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

Answer: D

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 work flows
- \* 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 #27**

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

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

Answer: A

## **NEW QUESTION #28**

What is a primary benefit of WalkMe's Multi-Language feature for global enterprises?

- A. Allowing users to toggle between languages manually
- B. Automating compliance with international data privacy laws
- C. Simplifying the deployment of WalkMe content across applications
- D. Delivering consistent user experiences across diverse regions

Answer: D

Explanation:

The primary benefit of WalkMe's Multi-Language feature for global enterprises is:

☐ C. Delivering consistent user experiences across diverse regions

WalkMe's Multi-Language capability allows organizations to translate all in-app guidance (Walk-Thrus, ShoutOuts, surveys) into multiple languages without rebuilding content, ensuring that users across different geographies have a seamless and native-language

experience.  Why the other options don't fit  * A. Automating compliance with international data privacy laws - Multi-Language is about translation and localization, not legal compliance.  * B. Simplifying deployment of WalkMe content across applications - While deployment is easy, the feature specifically targets language translation.  * D. Allowing users to toggle between languages manually - This is a capability of the feature, not its primary benefit. The real value lies in the consistent multilingual user experience across the global organization.  □ Final Answer: C. Delivering consistent user experiences across diverse regions.
NEW QUESTION # 29
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