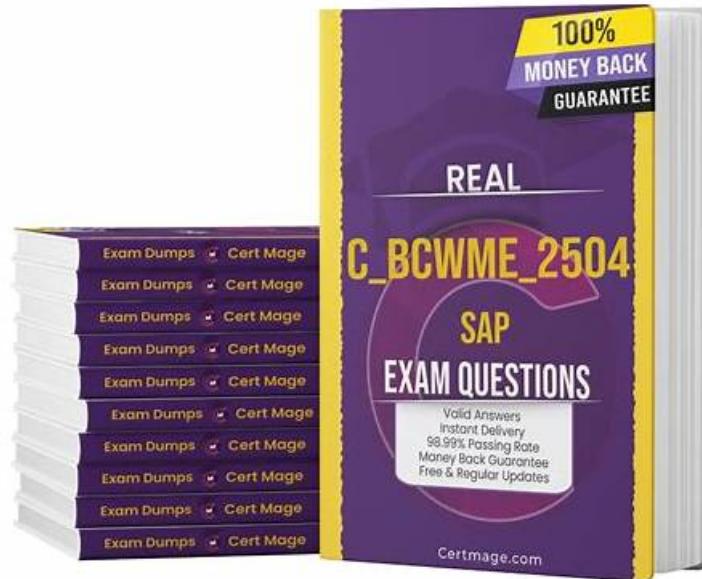


SAP C-BCWME-2504 PDF Questions - Great Exam Study Tips



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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Topic 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.
Topic 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.
Topic 3	<ul style="list-style-type: none">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.

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SAP Certified Associate - Positioning WalkMe Sample Questions (Q15-Q20):

NEW QUESTION # 15

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. Sentiment Analysis
- B. Task Automation Tools
- C. Customizable Landing Pages
- D. **Digital Onboarding and Training Modules**

Answer: D

NEW QUESTION # 16

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

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

Answer: C

NEW QUESTION # 17

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

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

Answer: D

NEW QUESTION # 18

What is included in WalkMe's embedded content provided with SAP applications?

- A. Customizable digital adoption content
- B. **Basic guidance like help menus and tooltips**
- C. Comprehensive analytics and insights
- D. The full suite of WalkMe features

Answer: B

Explanation:

The correct answer is:

C . Basic guidance like help menus and tooltips

Explanation

According to SAP's documentation, when WalkMe is embedded within SAP applications (such as SuccessFactors or S/4HANA), users are provided with contextual, in-app guidance features—including smart walkthroughs, tooltips, task lists, and on-demand help menus. These are considered "basic guidance" rather than the full breadth of WalkMe's platform capabilities.

Why the other options are incorrect

* A. The full suite of WalkMe features

Embedded WalkMe content delivers a subset focused on guidance—not the full product suite.

* B. Comprehensive analytics and insights

While analytics are available in the platform, they are not part of the embedded content. Those insights are part of the broader WalkMe offering outside the embedded scope.

* D. Customizable digital adoption content

Customized training and adoption flows are built and managed in the full WalkMe platform—not included in the out-of-the-box embedded offering.

NEW QUESTION # 19

Which WalkMe service offering provides a quick time-to-value deployment with a fixed price and scope?

- A. Digital Experience Analytics
- **B. Activation SKU**
- C. Time & Materials Engagement
- D. WalkMe Shield

Answer: B

NEW QUESTION # 20

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