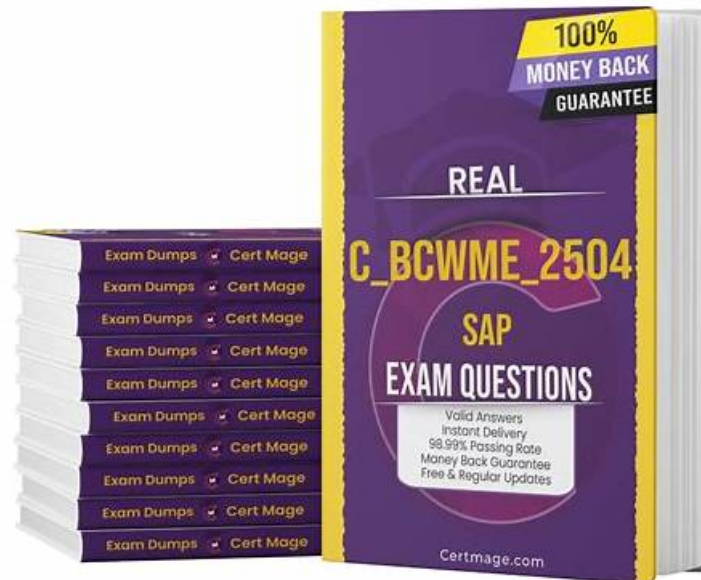


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## SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>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.</li> </ul>

## SAP Certified Associate - Positioning WalkMe Sample Questions (Q17-Q22):

### NEW QUESTION # 17

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

- A. 0.3
- B. 0.7
- C. 0.5
- D. 0.9

**Answer: B**

Explanation:

The correct answer is B. 0.7 (i.e., 70%).

Studies cited on learning.sap.com indicate that roughly 70% of digital transformation initiatives fail to meet their objectives, and a major reason behind this is poor user adoption of tools.

### NEW QUESTION # 18

Which market trend is most relevant to driving adoption for tools like WalkMe?

- A. Preference for local software providers
- B. Rising popularity of traditional employee training methods
- C. Global movement towards digital transformation
- D. Increasing investment in physical retail stores

**Answer: C**

### NEW QUESTION # 19

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

- A. To replace outdated hardware systems with modern alternatives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

**Answer: B,C**

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 # 20

Which market trend is most relevant to driving adoption for tools like WalkMe?

- A. Preference for local software providers
- B. Rising popularity of traditional employee training methods
- **C. Global movement towards digital transformation**
- D. Increasing investment in physical retail stores

**Answer: C**

Explanation:

The market trend most relevant to driving adoption for tools like WalkMe is:

☐ B. Global movement towards digital transformation

☐ Why It Matters

\* The worldwide shift toward digital transformation is the primary catalyst making Digital Adoption Platforms (DAPs) essential-organizations must ensure their tools are not just implemented, but also fully adopted by users.

\* WalkMe specifically addresses the "digital adoption gap" where companies invest heavily in digital tools but struggle to achieve actual usage-costing millions in productivity and ROI losses.

☐ Why the others aren't relevant

\* A. Preference for local software providers - While regional tools play a role, the dominant trend is global digital transformation driving homogeneous adoption needs.

\* C. Rising popularity of traditional employee training methods - Traditional training is declining; digital, in-app guidance is gaining momentum.

\* D. Increasing investment in physical retail stores - This is unrelated to software adoption and digital change initiatives.

☐ Summary

\* The dominant market force fueling WalkMe's growth and adoption is the global digital transformation movement-organizations need to bridge the gap between digital investment and actual user engagement.

Final Answer: B. Global movement towards digital transformation.

## NEW QUESTION # 21

How does WalkMe empower enterprises to recover productivity losses?

- A. By replacing enterprise tools with simpler solutions
- **B. By offering proactive, contextual guidance through AI-powered tools**
- C. By automating recruitment processes
- D. By outsourcing workflow management to third-party providers

**Answer: B**

## NEW QUESTION # 22

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