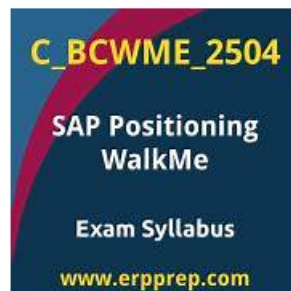


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SAP C_BCWME_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.
Topic 3	<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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q23-Q28):

NEW QUESTION # 23

What is one example of WalkMe's measurable impact for its customers?

- A. Saving sales representatives 2-3 hours per day through streamlined processes
- B. Reducing software licensing costs by 80%
- C. Eliminating the need for IT departments in large organizations
- D. Replacing all in-person training programs with AI-only solutions

Answer: A

Explanation:

WalkMe has demonstrated significant time savings for sales teams. For example, a WalkMe Salesforce add-on helped sales reps reclaim 2 hours per day that were previously spent on editing leads and navigating CRM systems-allowing them to focus more on selling.

While other options (reduced IT needs, licensing cost optimization, etc.) are indirect benefits, the specific, quantifiable impact of saving 2 hours daily for sales reps is a clearly documented result of WalkMe in action.

□ Final Answer:

D . Saving sales representatives 2-3 hours per day through streamlined processes.

NEW QUESTION # 24

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

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

Answer: C

NEW QUESTION # 25

What is the role of the WalkMe snippet in the deployment process?

- A. It enables WalkMe content to be displayed over applications
- B. It customizes content for each user group
- C. It ensures compatibility with all versions of application software
- D. It secures user data through encryption

Answer: A

Explanation:

The primary role of the WalkMe snippet in the deployment process is:

B . It enables WalkMe content to be displayed over applications ☐

☐ Why this is correct

WalkMe's snippet is a small JavaScript snippet that's added to the application's codebase. It functions as the core mechanism that:

* Loads and overlays WalkMe guidance (like Smart Walk-Thrus, tooltips, menus) onto target applications

* Differentiates between Test and Production environments-only injected when appropriate-so content is shown in the correct setting.

Without the snippet, WalkMe content built in the Editor would not render within the application UI.

☐ Why the other options are incorrect

* A. Ensuring compatibility with all versions of application software

While snippet compatibility is important, its core function isn't version matching-it's content delivery.

* C. Securing user data through encryption

Security and encryption are managed via WalkMe's backend, CDN delivery, and network infrastructure- not the snippet itself.

* D. Customizing content for each user group

Segmentation and content targeting are handled by WalkMe's configuration (Conditions/Segments), not by the snippet.

☐ Final Answer

B . It enables WalkMe content to be displayed over applications.

NEW QUESTION # 26

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 implement advanced hardware solutions
- C. To manage payroll systems efficiently
- D. To automate recruitment processes

Answer: A

NEW QUESTION # 27

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

Explanation:

The WalkMe feature that best helps enterprises recover productivity losses is:

B . By offering proactive, contextual guidance through AI-powered tools ☐ WalkMe empowers users by delivering real-time, in-app guidance tailored to individual workflows. Specifically, their contextual AI tools-like the new "Action Bar"-proactively suggest next steps, remind users of critical tasks, and offer support based on ongoing context across applications. This reduces disruptions, closes adoption gaps, and accelerates productivity recovery Why the other options don't apply:

* A. By automating recruitment processes

☐ WalkMe focuses on user productivity and adoption, not HR or recruiting workflows.

* C. By outsourcing workflow management to third-party providers

☐ WalkMe provides in-house software tools and guidance-not workflow outsourcing.

* D. By replacing enterprise tools with simpler solutions

☐ WalkMe enhances existing enterprise tools rather than replacing them.

In summary: WalkMe recovers lost productivity by embedding AI-powered, proactive guidance directly into enterprise software workflows-helping users avoid friction and work smarter in the moment.

NEW QUESTION # 28

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