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SAP C_BCSCX_2502 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Understanding the SAP Customer Experience Portfolio: This subtopic assesses the Presales Consultant’s ability to grasp the structure and components of the SAP Customer Experience (CX) portfolio. It involves recognizing the key solution areas—commerce, customer data, marketing, sales, and service and understanding how they form a unified offering aimed at enhancing customer relationships.
Topic 2	<ul style="list-style-type: none"> Articulating Value and Business Outcomes: This subtopic evaluates the Consultant’s skill in communicating the overall value of the SAP Customer Experience portfolio. It includes the ability to demonstrate how the integrated solutions lead to stronger customer engagement and ultimately support the achievement of key business outcomes.
Topic 3	<ul style="list-style-type: none"> Integration Across CX Solutions: This part focuses on how the various SAP CX solutions work together as an integrated system. It examines the Presales Consultant’s understanding of how integration among commerce, customer data, marketing, sales, and service solutions enhances consistency, efficiency, and personalization across customer interactions.

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SAP Certified - Positioning SAP Business Suite via SAP Customer Experience Solutions Sample Questions (Q12-Q17):

NEW QUESTION # 12

What are some of the benefits of an integration between SAP Customer Experience and SAP ERP?

Note: There are 3 correct answers to this question

- A. Integration value mapping needs to be maintained
- B. Integration caters for error handling and monitoring
- C. Integration between SAP CX and SAP ERP is out-of-the-box
- D. Integration monitoring needs to be centralized
- E. Integration is GDPR compliant

Answer: A,B,C

NEW QUESTION # 13

Which of the following are some of the benefits of using SAP Business Technology Platform with SAP Customer Experience?

Note: There are 3 correct answers to this question.

- A. Business process analysis is available out-of-the-box.
- B. AI capabilities empower sales & marketing analysts to accelerate decisions.
- C. SAP Build can be used to create custom apps.
- D. SAP Integration Suite is available to integrate applications.
- E. SAP Cloud ALM tools and accelerators can be used to help jumpstart a customer implementation.

Answer: B,C,D

NEW QUESTION # 14

Which of the following KPIs are success metrics for the Chief Revenue Officer (CRO) persona?

Note: There are 3 correct answers to this question.

- A. Lower customer acquisition costs
- B. Increased profitability
- C. Improved customer satisfaction and retention
- D. Optimize buying lifecycle
- E. Innovate and stay ahead

Answer: A,B,D

NEW QUESTION # 15

Which application would you recommend to manage the customer consent and preference lifecycle?

- A. SAP Commerce Cloud
- B. SAP Customer Data
- C. SAP Emarsys
- D. SAP Sales Cloud Version 2

Answer: B

