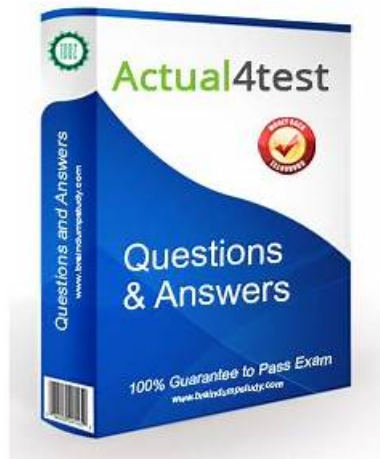


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SAP C-BCWME-2504 Exam Syllabus Topics:

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">• 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">• 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.

SAP Certified Associate - Positioning WalkMe Sample Questions (Q18-Q23):

NEW QUESTION # 18

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

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

Answer: A

NEW QUESTION # 19

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

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

Answer: D

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 # 20

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

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

Answer: D

Explanation:

The correct answer is:

B . Data & Analytics, Action & Experience, Platform & Admin

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

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.

Final Answer: B. Data & Analytics, Action & Experience, Platform & Admin.

NEW QUESTION # 21

Which of the following are measurable impacts delivered by WalkMe? Note: There are 3 correct answers to this question.

- A. Reduction in compliance-related issues through automatic insights
- B. Enhanced user satisfaction through NPS and CSAT improvements
- C. Increased employee productivity through streamlined workflows
- D. Elimination of all R&D costs within enterprises
- E. Faster and more flexible product delivery

Answer: A,B,C

Explanation:

Here are three measurable impacts delivered by WalkMe, based on learning.sap.com and supporting sources:

C. Reduction in compliance-related issues through automatic insights

WalkMe's analytics surface compliance gaps and user deviations-automatically identifying and guiding users away from risky or unauthorized actions, thereby reducing compliance-related issues.

D. Increased employee productivity through streamlined workflows

WalkMe captures friction points within workflows-then resolves them with automation and in-app guidance, helping employees work faster and smarter

E. Enhanced user satisfaction through NPS and CSAT improvements

WalkMe supports in-app surveys, including CSAT and NPS, empowering teams to measure sentiment and deliver experiences that improve satisfaction scores

Why the other options don't fit:

* A. Faster and more flexible product delivery - This is a strategic benefit but not a directly measured outcome typically highlighted by WalkMe.

* B. Elimination of all R&D costs within enterprises - That's unrealistic and not claimed by WalkMe.

C Final Answer:

C, D, and E.

NEW QUESTION # 22

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

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

Answer: A

