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## SAP C\_BCWME\_2504 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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>
Topic 3	<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>

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## 100% Pass 2025 C\_BCWME\_2504: High-quality New SAP Certified Associate - Positioning WalkMe Study Plan

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### SAP Certified Associate - Positioning WalkMe Sample Questions (Q13-Q18):

#### NEW QUESTION # 13

What benefit does the combined WalkMe-SAP solution offer to enterprises?

- A. Streamlined user adoption and seamless process integration
- B. Increased hiring efficiency
- C. Enhanced physical supply chain management
- D. Lower software maintenance costs

**Answer: A**

#### NEW QUESTION # 14

How does WalkMe empower enterprises to recover productivity losses?

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

**Answer: D**

#### NEW QUESTION # 15

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

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- B. To replace outdated hardware systems with modern alternatives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

**Answer: C,D**

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 # 16

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

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

**Answer: B,D,E**

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 # 17

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

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

**Answer: A**

Explanation:

The correct answer is:

A . Offering a combination of guidance tools and actionable analytics  Why this matters WalkMe stands out among Digital Adoption Platforms (DAPs) by not only providing in-app guidance—such as walkthroughs, tooltips, and task lists—but also delivering actionable insights through analytics. This powerful combination empowers organizations to both guide users and continuously optimize adoption using real-world usage data.

Why the other options don't apply

\* B. Limited scalability for smaller businesses

This is a limitation, if anything—not a differentiator or benefit.

\* C. Exclusive focus on customer experience workflows

WalkMe supports a wide array of use cases, including employee onboarding, IT, finance, and more—not just customer workflows.

\* D. Ability to operate without integrating into other software

WalkMe overlays onto existing applications and integrates deeply—it doesn't operate in isolation.

Final Answer: A. Offering a combination of guidance tools and actionable analytics.

## NEW QUESTION # 18

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