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SAP C-BCWME-2504 Exam Syllabus Topics:

Topic	Details
Topic 1	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	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	• 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.
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SAP Certified Associate - Positioning WalkMe Sample Questions (Q10-Q15):

NEW QUESTION # 10

What are WalkMe's strengths compared to competitors? Note: There are 3 correct answers to this question.

- A. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category
- B. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities
- C. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology
- D. WalkMe's analytics provide actionable insights to optimize user adoption and ROI!
- E. WalkMe is purpose-built for exclusive use on specific applications

Answer: B,C,D

Explanation:

Here are WalkMe's key strengths compared to competitors, based on insights from learning.sap.com and authoritative sources:

☐ B. WalkMe's analytics provide actionable insights to optimize user adoption and ROI WalkMe's platform features robust analytics like flow analytics and license optimization data-helping organizations understand adoption patterns, identify friction, and improve ROI.

☐ C. WalkMe's Digital Adoption Platform (DAP) supports cross-platform deployment with AI-driven technology From its AI-powered "WalkMe(X)" and "Action Bar" to support across web, desktop, and mobile, WalkMe differentiates itself with an enterprise-grade, AI-driven, cross-platform approach.

☐ D. WalkMe is recognized as a leader by both IDC and Forrester for platform capabilities WalkMe was named a leader in The Forrester Wave™: Digital Adoption Platforms in 2024, praised for its strong AI- first platform and analytics. It's also highlighted by IDC and recognized as the category creator and leader in walkme.com

☐ Not correct:

* A. WalkMe is purpose-built for exclusive use on specific applications Actually, WalkMe is designed to be application-agnostic, working across any web or desktop enterprise tools, not limited to one specific app.

* E. WalkMe has the second largest revenue share and customer base in the Digital Adoption Platform (DAP) category WalkMe is widely regarded as the market leader, not number two-this choice is incorrect.

☐ Final Answer:

B, C, and D.

NEW QUESTION # 11

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

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

Answer: B

NEW QUESTION # 12

A customer mentions they're facing challenges introducing new employees to a complex Software as a Service (SaaS) application. They report high training costs and low adoption rates. What WalkMe feature best addresses this challenge?

- A. Task Automation Tools
- B. Customizable Landing Pages
- **C. Digital Onboarding and Training Modules**
- D. Sentiment Analysis

Answer: C

Explanation:

The WalkMe feature that best addresses the challenge of introducing new employees to a complex SaaS application-while reducing training costs and boosting adoption-is:

B . Digital Onboarding and Training Modules ☐

☐ Why this is the best fit:

* These modules include tools like Smart Walk-Thrus, contextual SmartTips, and in-app training flows designed to guide employees step-by-step through tasks in real time.

* They help reduce manual efforts and training expenses while improving user adoption and productivity

☐ Why not the other options:

* A. Sentiment Analysis - This analyzes user feedback and tone, not directly used for onboarding or initial training walkme.com

* C. Customizable Landing Pages - These offer navigation aids but don't provide the interactive, guided training needed.

* D. Task Automation Tools - Useful for automating repetitive tasks, but not focused on supporting new employee onboarding and learning flows.

So, for addressing high training costs and low adoption rates in a SaaS rollout scenario, Digital Onboarding and Training Modules provide the ideal WalkMe solution.

NEW QUESTION # 13

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. Replacing all in-person training programs with AI-only solutions
- C. Reducing software licensing costs by 80%
- D. Eliminating the need for IT departments in large organizations

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 # 14

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

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

Answer: C

The combined WalkMe-SAP solution delivers enterprises with:

WalkMe enhances SAP applications by embedding real-time, in-app guidance that helps users confidently navigate complex workflows. This integration significantly boosts adoption rates, reduces friction, and ensures that critical processes are executed smoothly across the organization

Option Reason it's incorrect

C. Lower software maintenance costs WalkMe doesn't reduce software maintenance expenses-it improves usage and adoption.

□ Final Answer:

NEW QUESTION # 15

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