SAP
C_BCSCX

SAP Certified - Positioning SAP Business Suite via SAP Customer Experience Solutions

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Subjects

1. SAP components that benefit SAP Customer Experience Solutions
2. SAP Customer Experience Solutions
3. Features of SAP Customer Experience Solutions

Topic
SAP Customer Experience Solutions

Question: 1

Which solution can be used to analyze a real-time 360 view of the customer?

A. Customer Identity Access Management (CIAM) for Business-to-Consumer (B2C)
B. Enterprise Consent and Preference Management
C. SAP Customer Data Platform
D. Customer Identity Access Management (CIAM) for Business-to-Business (B2B)

Answer: C

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Question: 2

How does SAP Customer Experience support end-to-end processes?
Note: There are 3 correct answers to this question.

A. It provides permanent awareness of customer expectations.
B. It provides permanent transparent and personalized data related to maintenance plants.
C. It provides seamless connectivity to teams with the correct information at the right time.
D. It enables processing of accounting data.
E. It enables organizations to deliver personalized customer engagement data.

Answer: A, C, E

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Question: 3

How does SAP Service Cloud version 2 help organizations achieve their customer experience targets?

A. By focusing on back-end service operations
B. By connecting and delivering data from the value chain and process flow
C. By executing marketing campaigns for product service
D. By providing a dedicated self-service experience as a forecast

Answer: B

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Question: 4

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

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

Answer: A

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Question: 5

What are some of the aspects that help differentiate SAP Customer Experience solutions in the market?
Note: There are 3 correct answers to this question.

A. Offering scalability and flexibility
B. Providing industry expertise
C. Including integration capabilities
D. Providing expertise in purchase processes

Answer: A, B, C

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