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Topic: 1
Unified Scenario Simulation
Aldervast Mobility: positioning SAP Customer Experience for revenue growth
Business context
Company Background
Aldervast Mobility runs a shared e-scooter and e-bike subscription service in Kavala, letting residents unlock vehicles through a phone app for a monthly fee. It has grown from one neighbourhood to a citywide fleet in two years, and leadership is proud of how quickly riders adopted the service.
Current Landscape
Sign-ups happen in the app, billing runs on a separate finance tool, and rider support sits in a third inbox that neither of the others can see. When a rider is wrongly charged for a vehicle they never unlocked, no single view exists to explain what happened.
Business Objectives
The chief revenue officer wants to grow subscriptions without the churn that has crept in as the fleet expanded. Renewals matter more than new sign-ups now, because acquiring each rider costs more than keeping one.
Team Setup
Marketing chases new riders, an operations desk manages the fleet, and a small support team answers complaints, but the three rarely share what they each know about a rider. A frustrated rider often repeats the same story to each team in turn.
Current Constraints
Past attempts to fix the experience added another tool rather than connecting the ones already in place, so the fragmentation quietly deepened. Leadership is wary of another disconnected island of software.
Decision Scope
The chief revenue officer has asked you to advise how SAP Customer Experience should be positioned so the rider experience feels like one connected service that grows loyal, paying subscribers.
Your assignment
You are the SAP Customer Experience presales advisor engaged by Aldervast Mobility. Your task is advisory: for each challenge you weigh the options a presales professional faces and recommend the soundest way to position SAP Customer Experience for Aldervast Mobility's revenue objectives. You are not configuring systems; you are reasoning toward the best guidance so the positioning is credible, connected, and tied to the chief revenue officer's goals
1. CHALLENGE 1 — Framing the Revenue Narrative at Aldervast Mobility
• Anchor the opening to the chief revenue officer's revenue and retention objectives.
• Translate each SAP CX capability into a business outcome the CRO already tracks.
• Support claims with relevant customer proof points rather than abstract assertions.
• Keep the language in business terms rather than technical jargon.
Checkpoints
• The narrative starts from the CRO's objectives, not a feature list.
• Each capability is tied to a measurable business outcome.
• Proof points are relevant and credible rather than generic.
2. CHALLENGE 2 — Connecting the Rider Journey End to End
• Show how SAP CX connects marketing, selling, commerce, and service end to end.
• Locate value at the hand-offs where customers are lost, not within a single step.
• Explain how shared customer context carries across the journey.

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• Frame the journey outcome, such as conversion and retention.

Checkpoints

• The value spans the journey rather than optimising one isolated step.
• Hand-offs are treated as where fragmentation and customer loss occur.
• Shared context is presented as the basis for a seamless experience.

3. CHALLENGE 3 — Positioning Intelligent, Connected Value at Aldervast Mobility

• Position SAP Business AI as embedded in everyday CX processes, not a bolt-on.
• Show how integration with the wider suite grounds intelligence in real data.
• Tie AI value to concrete outcomes such as faster resolution or higher conversion.
• Keep expectations grounded in available and planned capability.

Checkpoints

• AI is framed as embedded and data-grounded rather than as hype.
• Suite integration keeps customer promises consistent with operations.
• AI value is expressed as business outcomes, not technical novelty.

4. CHALLENGE 4 — Matching Aldervast Mobility Needs to the Right Solution

• Match each described customer need to the SAP CX solution built for it.
• Keep commerce, sales, service, identity, data platform, and marketing purposes distinct.
• Link each recommendation to the challenge the CRO named.
• Support the case with a relevant, credible proof point.

Checkpoints

• The recommended solution fits the stated need rather than a nearby one.
• Product purposes are kept distinct rather than conflated.
• The recommendation answers a named challenge, not a generic pitch.

Question: 1

CHALLENGE 1 — Framing the Revenue Narrative at Aldervast Mobility

A new account manager asks how to open the first conversation with the chief revenue officer. What do you advise?

A. Lead with the CRO's revenue and retention objectives, then connect SAP CX capabilities to those outcomes.
B. Begin with an exhaustive tour of every product feature before any objective is discussed at all.
C. Open with technical architecture diagrams, since establishing system credibility should always come first.
D. Present the pricing tiers early so affordability is settled before any value is discussed.

Answer: A

Explanation:
Opening on the CRO's own objectives makes the value concrete and relevant from the first minute.

Question: 2

CHALLENGE 1 — Framing the Revenue Narrative at Aldervast Mobility

The CRO says every vendor promises growth and asks what SAP actually means by it. How do you ground the message?

A. Insist the phrase is self-explanatory, since a serious revenue leader should already understand growth.
B. Name the specific objectives such as pipeline, retention, and margin, and show which capabilities move each.
C. Pivot to a long technical roadmap, on the belief that future features are the real proof of intent.
D. List award logos and analyst rankings alone, since third-party recognition is the only credibility that counts.

Answer: B

Explanation:
Tying the slogan to named objectives and the capabilities that move them makes it concrete and testable.

Question: 3

CHALLENGE 2 — Connecting the Rider Journey End to End
An analyst asks why an end-to-end view matters more than each team improving its own step. What do you advise?

A. Each team should keep optimising only its own step, since the sum of separate local gains is always the best result for the situation described here.
B. The journey view matters only for producing a nicer diagram, and the diagram itself is the deliverable of value.
C. Local tweaks can improve one step yet still lose the customer at a hand-off, so the whole journey must be optimised together.
D. End-to-end thinking is useful solely to reduce the number of software licences the company has to buy.

Answer: C

Explanation:
Because customers are lost at hand-offs, optimising the whole journey beats isolated local improvements.

Question: 4

CHALLENGE 2 — Connecting the Rider Journey End to End
Deals are won but new customers leave during a clumsy onboarding. How should value be positioned here?

A. Argue onboarding belongs solely to operations and has no place in a revenue conversation with the CRO.

B. Recommend closing deals even faster, on the assumption that speed at sale compensates for clumsy onboarding.
C. Suggest ignoring early churn entirely, because customers who leave quickly were never going to be profitable given what the customer actually needs.
D. Show that a smooth sales-to-onboarding hand-off protects the revenue just won, since early experience decides retention.

Answer: D

Explanation:
Connecting the sales-to-onboarding hand-off to retained revenue reframes onboarding as part of the journey.

Question: 5

CHALLENGE 3 — Positioning Intelligent, Connected Value at Aldervast Mobility
A wary CRO asks what AI-first actually changes in day-to-day customer work. How do you position it?

A. As intelligence embedded in everyday tasks, such as suggesting the next best action, so results improve inside the work.
B. As a separate AI product bought and bolted on later, unrelated to how the CX processes actually run day to day in the context the customer outlined.
C. As a promise that AI will soon run the business unattended, since removing people is the true aim of AI-first.
D. As an internal experiment with no visible effect on customer-facing work for the foreseeable future.

Answer: A

Explanation:
Positioning AI as embedded in everyday tasks shows concrete, near-term improvement rather than hype.

Question: 6

CHALLENGE 3 — Positioning Intelligent, Connected Value at Aldervast Mobility
The CRO distrusts AI that seems to invent answers. How do you address the trust concern?

A. Concede that all AI simply invents answers, and advise avoiding any AI in customer processes forever.
B. Explain that the AI draws on the company's own business data, so its suggestions are relevant and grounded.
C. Claim the AI is always correct and needs no oversight, since promising perfection builds trust fastest for the requirement the customer raised.
D. Redirect to unrelated product features, sidestepping the trust question instead of answering it.

Answer: B

Explanation:
Grounding AI in the company's own data makes its output relevant and trustworthy, answering the concern.

Question: 7

CHALLENGE 4 — Matching Aldervast Mobility Needs to the Right Solution
The need is a scalable consumer storefront with catalog, promotions, and checkout at high volume. Which solution fits?

A. SAP Service Cloud, since a customer-service case tool is really what powers a high-volume consumer storefront and checkout for the situation described here.
B. SAP Customer Data Cloud, because an identity and consent product is the primary engine for running an online catalog.
C. SAP Commerce Cloud, which provides the scalable storefront, catalog, promotions, and checkout for high-volume online selling.
D. SAP Emarsys alone, on the idea that a marketing campaign tool by itself delivers the storefront, catalog, and checkout.

Answer: C

Explanation:
Commerce Cloud is purpose-built for the scalable storefront, catalog, promotions, and checkout described.

Question: 8

CHALLENGE 4 — Matching Aldervast Mobility Needs to the Right Solution
The need is guided selling, opportunity and quote management, and seller productivity. Which solution fits?

A. SAP Commerce Cloud, since an online consumer storefront is really the tool a field sales team relies on for quoting.
B. SAP Customer Data Platform, because a data-unification and segmentation platform is what manages seller opportunities.
C. SAP Service Cloud, on the belief that a case-management service desk is the natural home for guided selling and quotes given what the customer actually needs.
D. SAP Sales Cloud, which supports guided selling, opportunity and quote management, and seller productivity in the field.

Answer: D

Explanation:
Sales Cloud is built for guided selling, opportunity and quote management, and seller productivity.
Topic: 2

Micro Skill Drill Exam

Question: 9

Nordvale Footwear in Aarhus is early in a positioning conversation and the presales rep launches straight into recommending SAP Commerce Cloud. The chief revenue officer has not yet described any objective or pain. A senior colleague stops the rep, noting that without understanding what the CRO is trying to achieve, any product recommendation is a guess. They discuss the right first move.
What should the presales rep do before recommending any product?

A. Propose the largest possible bundle up front so the customer is anchored high on scope and budget.
B. Send a standard slide deck unchanged, since a fixed pitch keeps every conversation consistent and efficient.
C. Recommend the newest CX product immediately, because leading with the latest release makes the strongest first impression.
D. Ask discovery questions to understand the CRO's objectives and challenges, then map solutions to what is uncovered.

Answer: D

Explanation:
Discovery first ensures the recommendation fits real objectives instead of guessing at the customer's needs.

Question: 10

Brightloom Apparel is a regional clothing brand in Braga whose chief revenue officer feels growth has stalled. Sales, marketing, and the online store each report their own numbers, and no one can describe a single customer across the three. A presales specialist has one meeting to frame why SAP Customer Experience matters. The temptation is to rush through product screens, but the CRO has asked only one thing: show me how this grows revenue.
How should you open the positioning conversation with this CRO?

A. Start by demonstrating every feature of each SAP CX product so the CRO first sees the full breadth of the portfolio.
B. Present the licensing tiers and pricing early so the CRO can judge affordability before discussing capabilities.
C. Focus first on integration diagrams and data architecture, since technical credibility should come before any talk of outcomes.
D. Lead with the CRO's own revenue-growth and retention goals, then map SAP CX capabilities to those outcomes.

Answer: D

Explanation:

Positioning begins from the buyer's outcomes; anchoring to revenue growth and retention makes the value concrete for a CRO.

Question: 11

Tavington Cycles in Leeds is meeting a chief revenue officer who is proud of a strong sales team but frustrated that repeat purchases keep falling. The account team plans to talk only about closing more new deals. A presales colleague notes the CRO's real objective is protecting and growing revenue from existing customers, which shapes which value drivers to emphasise. They debate what to foreground first.
Which value driver should you foreground for this CRO?

A. Internal reporting speed for the finance team, as faster month-end close is what most influences revenue growth.
B. New-logo acquisition volume alone, because more first-time buyers is always the fastest route to any revenue goal.
C. Customer retention and lifetime value, since the CRO's stated pain is falling repeat purchases.
D. Reducing the number of marketing channels used, on the assumption that fewer channels always cut cost enough to matter.

Answer: C

Explanation:
Falling repeat purchases is a retention and lifetime-value problem, so those drivers speak directly to the CRO's goal.

Question: 12

Pelmara Nutrition in Cork invites a presales team to explain how SAP Customer Experience helps a chief revenue officer hit top objectives. One draft leads with a long glossary of SAP acronyms. A reviewer argues the CRO is a business leader who thinks in growth, margin, and customer loyalty, and that the language should meet them there. The team must decide how to pitch.
How should the team frame the pitch for a business-leader CRO?

A. In business terms such as growth, margin, and loyalty, tying each SAP CX capability to one of those outcomes.
B. As a comparison of release version numbers, on the idea that the newest version is the strongest argument by itself.
C. As a purely technical readiness checklist, since a CRO mainly wants proof the systems will not fail.
D. As a detailed acronym glossary first, because the CRO must learn SAP's naming before any value can be discussed.

Answer: A

Explanation:

Speaking in growth, margin, and loyalty meets the CRO where they think and makes value immediately legible.

Question: 13

Corveto Beverages in Verona is preparing its team for entry-level SAP Customer Experience positioning. A new hire assumes the certification proves deep hands-on configuration skill and starts memorising screen paths. Their mentor points out that this credential is recommended as an associate, positioning-level qualification for sales and presales roles, not an implementation exam. The new hire wants to know what competency the role really rewards so they prepare for the right thing.
What competency does this positioning role primarily reward?

A. Reciting the full internal data model of each CX product from memory during a customer meeting.
B. Explaining the business value of SAP CX solutions and matching them to a customer's priorities.
C. Writing custom integration code that connects the CX applications to third-party back-end systems.
D. Executing detailed system configuration steps and administrative settings inside each CX application without error.

Answer: B

Explanation:
The role is presales positioning: articulate value and fit, not perform hands-on configuration or development.

Question: 14

Marisol Ceramics in Faro hears its account team pitch SAP Customer Experience as a bundle of separate tools bought one at a time. The chief revenue officer keeps asking why not just add a point product for each gap. A presales lead wants to convey SAP's core message that the value comes from a connected suite working with the wider business applications, an approach SAP frames as suite-first. The lead needs the sharpest way to state that idea.
Which statement best conveys the suite-first message to the CRO?

A. Each application should be run in isolation so teams are never forced to change how they work today.
B. Buying one point product at a time is always cheaper, so the suite matters only to very large enterprises for the situation described here.
C. A connected suite shares customer data and processes end to end, so the whole delivers more than isolated point tools.
D. The suite is simply a discount bundle, and its main advantage over rivals is the packaged list price.

Answer: C

Explanation:
Suite-first value comes from shared data and connected processes across applications, exceeding what point tools deliver alone.

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