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# Latest Version: 4.0

1. Micro Skill Drill Exam
2. Unified Scenario Exam

**Topic: 1**  
**Micro Skill Drill Exam**

## Question: 1

A wholesale food distribution company is preparing for a customer-experience modernization workshop. You are advising the account team before the executive meeting. The CRO wants improved sales pipeline quality, the CMO wants stronger campaign responsiveness, and the COO wants no disruption to current order-processing operations during the next seasonal peak. The customer has asked for one clear recommendation that each executive can connect to their own priority. The internal team has two viable messaging options. One message emphasizes a single executive-level value story around revenue growth. Another message tailors the SAP Customer Experience positioning by executive role while keeping the recommendation anchored to a shared lead-to-order improvement path. The meeting must avoid sounding like separate departmental pitches because the customer is trying to reduce fragmented initiatives.

Which advisory response best fits the stakeholder situation?

Response:

- A. Use one revenue-growth message for all executives because a single CRO-centered value proposition will prevent conflicting priorities during the workshop.
- B. Present separate solution messages for marketing, sales, and operations so each executive can independently sponsor the SAP Customer Experience capability most relevant to them.
- C. Tailor the SAP Customer Experience value message by executive role while linking each priority to a shared lead-to-order improvement path that avoids seasonal operational disruption.
- D. Focus the workshop on order-processing stability first and postpone sales and marketing value positioning until after the seasonal peak has passed.

**Answer: C**

Explanation:

Feedback:

This response satisfies the scenario because it balances role-specific messaging with a unified business direction. It connects CRO, CMO, and COO priorities to a shared lead-to-order improvement path while respecting the seasonal disruption constraint. The recommendation is strong because it aligns executive value without fragmenting the initiative.

## Question: 2

A regional managed print services provider wants to improve customer engagement for enterprise offices that request device relocations, usage-threshold alerts, and premium support upgrades. You are

advising a presales team in an SAP Customer Experience and platform-positioning discussion. The commercial leader wants a fast first phase for personalized office-admin journeys. The technology manager wants maintainability because customer-specific print-policy rules vary by contract. The finance sponsor will approve only measurable premium-support impact.

A proposed approach leads with SAP BTP extension design to handle every contract-specific rule before engagement rollout. A second approach begins with standard SAP Customer Experience outcomes for relocation engagement, threshold alerts, and premium-support conversion, then positions SAP BTP selectively where maintainable extensions support justified contract differentiation.

Which recommendation best balances flexibility, maintainability, and business value?

Response:

A. Lead with SAP BTP extension design because contract-specific print-policy variation should be modeled before customer-engagement outcomes are launched.

B. Start with SAP Customer Experience relocation engagement, threshold-alert, and premium-support outcomes, then position SAP BTP selectively for maintainable contract differentiation.

C. Avoid SAP BTP entirely because a fast first phase should not include any discussion of platform-extension value.

D. Create custom journeys for each enterprise contract because policy-level flexibility is the fastest route to visible office-admin engagement.

**Answer: B**

Explanation:

Feedback:

This recommendation best balances the stakeholder priorities. It starts with measurable SAP Customer Experience outcomes and positions SAP BTP only where extension value supports maintainable contract differentiation. The response preserves flexibility without letting platform design outrank first-phase business impact.

### Question: 3

A regional corporate catering provider wants to improve how account managers prepare for contract-review discussions with enterprise clients. You are supporting an SAP Customer Experience advisory meeting. The sales director wants earlier identification of clients likely to reduce event volume. The operations manager wants consistent preparation guidance based on service feedback and delivery history. The data owner wants AI positioning framed as reviewed business support, not automated commercial recommendations.

The team is choosing between a broad SAP Business AI innovation message and a focused SAP Business AI and Joule message around account-review preparation. The customer expects a first-phase recommendation that improves account-team readiness within one quarter and preserves human review of AI-supported recommendations.

Which advisory response best fits the customer's expectations?

Response:

A. Present SAP Business AI as a broad innovation theme first so the customer can define catering-account review use cases after executive sponsorship.

- B. Position SAP Business AI and Joule as human-reviewed decision support for account-risk preparation, service-history guidance, and measurable readiness improvement.
- C. Position Joule mainly as a productivity shortcut because faster review preparation is the clearest benefit for catering account managers.
- D. Postpone AI positioning until the data owner defines every future control for contract-review recommendation handling.

**Answer: B**

Explanation:

Feedback:

This response fits the stakeholder objective and constraint. It connects SAP Business AI and Joule to account-risk preparation, consistent guidance, and measurable readiness improvement while preserving human review. The recommendation balances business value, operational consistency, and data-owner confidence.

### Question: 4

A boutique hospitality group is reviewing customer-experience improvements after guest feedback showed inconsistent pre-arrival engagement, slow complaint recovery, and weak repeat-stay conversion. You are supporting a presales conversation for SAP Customer Experience Solutions. The chief commercial officer wants to increase repeat booking value. The guest operations leader wants more consistent follow-up after service issues. The CFO requires a first phase that can show measurable retention impact before expanding to multiple properties.

The sales team proposes a broad customer-experience portfolio presentation to show the full range of possible improvements. Another advisor proposes a focused value story that connects guest engagement, service recovery, and repeat-stay conversion into a measurable customer-value initiative. The customer has limited workshop time and wants the recommendation to be practical rather than feature-heavy.

Which recommendation provides the strongest customer-experience value positioning?

Response:

- A. Lead with the broadest SAP Customer Experience portfolio overview so the customer can later decide which guest-engagement capability should be prioritized.
- B. Recommend focusing only on complaint recovery because resolving service issues is the clearest source of guest satisfaction improvement.
- C. Position SAP Customer Experience around connected guest engagement, service recovery, and repeat-stay conversion with first-phase measures tied to retention value.
- D. Start with a technical architecture discussion because the group must understand system connectivity before evaluating customer-value outcomes.

**Answer: C**

Explanation:

Feedback:

This recommendation directly supports the customer's value-positioning need. It links guest engagement, service recovery, and repeat-stay conversion into one practical SAP Customer Experience narrative. The first-phase retention measures satisfy the CFO's requirement and give the commercial and operations leaders a shared direction.

### Question: 5

A regional audio-visual integration firm wants to increase repeat revenue from conference centers that request room-design changes, ask for event-readiness guidance, and reorder support packages before peak seasons. You are advising the SAP Customer Experience presales team. The revenue leader wants earlier visibility into accounts likely to expand managed-service scope. The service lead wants fewer missed follow-ups after readiness assessments. The finance sponsor will approve only a first phase that shows measurable account-growth evidence within one quarter.

The team is considering three approaches. One focuses on new venue acquisition because pipeline volume is easier to report. Another focuses only on readiness-assessment follow-up because it is the most visible service gap. A third connects readiness events, account engagement, and managed-service expansion triggers into a phased SAP Customer Experience use case.

Which recommendation best supports the customer's revenue-growth objective?

Response:

- A. Start with new venue acquisition because pipeline volume gives the finance sponsor a simpler first-phase measurement model.
- B. Focus only on readiness-assessment follow-up because resolving the most visible service gap will naturally create future expansion opportunities.
- C. Wait until all venue segments use the same event-readiness process before defining an account-expansion use case.
- D. Connect readiness events, account engagement, and managed-service expansion triggers into a phased SAP Customer Experience use case with measurable account-growth indicators.

**Answer: D**

Explanation:

Feedback:

This recommendation fits the customer's revenue objective and timing constraint. It links readiness events, account engagement, and managed-service expansion triggers into one practical SAP Customer Experience value path. The account-growth indicators provide the measurable first-phase evidence needed for finance approval.

### Question: 6

An agricultural cooperative is modernizing how it manages member sales inquiries, seasonal demand signals, and service requests. You are advising the SAP Customer Experience presales team. The commercial head wants better prioritization of high-value member opportunities. The CIO wants the recommendation to align with the cooperative's broader SAP Business Suite direction. The board will fund only a contained first phase that shows measurable improvement before the next buying season.

Two recommendations are under review. One proposes a standalone inquiry-management improvement because it can be explained quickly. Another proposes a Suite-first SAP Customer Experience roadmap that begins with AI-supported prioritization of member opportunities and service requests, then expands only after business value is proven. The customer wants modernization without a disruptive transformation message.

Which recommendation best addresses the modernization and timing constraints?

Response:

- A. Recommend a standalone inquiry-management improvement because the seasonal deadline makes SAP Business Suite alignment unnecessary for the first phase.
- B. Propose a full member-engagement transformation before the buying season so the cooperative avoids creating a narrow first-phase initiative.
- C. Position SAP Customer Experience as a Suite-first roadmap that starts with AI-supported member-priority use cases and measurable seasonal business value before broader expansion.
- D. Lead with a platform architecture discussion because the CIO's Suite-first concern should be finalized before opportunity-prioritization outcomes are defined.

**Answer: C**

Explanation:

Feedback:

This recommendation fits both the modernization goal and the seasonal constraint. It connects SAP Customer Experience to a Suite-first direction, uses AI-supported prioritization to target member opportunities and service requests, and supports expansion after value proof. The response balances business impact, timing, and long-term alignment.

## Question: 7

A regional furniture rental company wants to improve customer engagement across booking changes, delivery-status updates, and loyalty offers for corporate clients. You are advising a presales team in a SAP Customer Experience and platform-positioning discussion. The commercial leader wants faster rollout of personalized corporate-client journeys. The technology manager wants maintainability as regional service policies change. The finance sponsor will approve only a contained first phase with measurable repeat-booking impact.

One team wants to lead with SAP BTP extensibility because regional service-policy variation may require flexibility. Another wants to begin with SAP Customer Experience outcomes for booking engagement and repeat rentals, then introduce SAP BTP selectively where maintainable extensions support justified differentiation. The customer wants to avoid another custom-heavy regional project.

Which recommendation best balances flexibility, maintainability, and business value?

Response:

- A. Start with SAP Customer Experience booking-engagement and repeat-rental outcomes, then position SAP BTP selectively where maintainable extensions support justified regional differentiation.
- B. Lead with SAP BTP extensibility because regional service-policy variation should be resolved before booking-engagement outcomes are discussed.
- C. Avoid SAP BTP entirely because a contained first phase should not include any platform-extension consideration.

D. Recommend immediate custom journeys for each region because local flexibility is the fastest route to visible corporate-client engagement.

**Answer: A**

Explanation:

Feedback:

This recommendation best balances the stakeholder priorities. It starts with booking-engagement and repeat-rental outcomes, then introduces SAP BTP only where extension value supports maintainable regional differentiation. The response avoids both over-engineering and under-positioning platform extensibility.

### Question: 8

A regional specialty packaging recycler wants to increase repeat revenue from consumer-goods brands that request sustainability assessments, ask for reuse-program guidance, and reorder recovered material batches. You are advising the SAP Customer Experience presales team. The revenue leader wants earlier visibility into brands likely to expand material volume. The advisory services lead wants fewer missed follow-ups after sustainability consultations. The finance sponsor will approve only a first phase that shows measurable account-growth evidence within one quarter.

The team is considering three approaches. One focuses on new brand acquisition because pipeline volume is easier to report. Another focuses only on consultation follow-up because it is the most visible service gap. A third connects sustainability advisory events, account engagement, and reorder triggers into a phased SAP Customer Experience use case.

Which recommendation best supports the customer's revenue-growth objective?

Response:

A. Connect sustainability advisory events, account engagement, and reorder triggers into a phased SAP Customer Experience use case with measurable account-growth indicators.

B. Start with new brand acquisition because pipeline volume gives the finance sponsor a simpler first-phase measurement model.

C. Focus only on consultation follow-up because resolving the most visible service gap will naturally create future reorder opportunities.

D. Wait until all brand segments use the same reuse-program process before defining an account-expansion use case.

**Answer: A**

Explanation:

Feedback:

This recommendation fits the customer's revenue objective and timing constraint. It links advisory events, account engagement, and reorder triggers into one practical SAP Customer Experience value path. The account-growth indicators provide the measurable first-phase evidence needed for finance approval.

### Question: 9

A regional workplace safety auditing firm wants to improve how client advisors prepare for renewal meetings with manufacturing sites. You are supporting an SAP Customer Experience advisory discussion in a web-based, mixed landscape context. The revenue director wants earlier visibility into clients likely to reduce audit scope. The operations manager wants consistent preparation guidance based on incident trends and service feedback. The information owner wants AI framed as reviewed business support, not automated compliance or contract advice.

The team is comparing two messages. One presents SAP Business AI as a broad innovation theme for future advisory operations. Another positions SAP Business AI and Joule around renewal-risk preparation, incident-context guidance, and measurable readiness improvement. The customer expects a first phase that improves advisor preparation within one quarter.

Which advisory response best fits the customer's expectations?

Response:

- A. Present SAP Business AI as a broad innovation theme first so the firm can define audit-renewal use cases after executive sponsorship.
- B. Position Joule mainly as a productivity shortcut because faster preparation is the clearest benefit for client advisors.
- C. Position SAP Business AI and Joule as human-reviewed decision support for audit-renewal risk preparation, incident-context guidance, and measurable readiness improvement.
- D. Postpone AI positioning until the information owner defines every future control for audit-renewal recommendation handling.

**Answer: C**

Explanation:

Feedback:

This response fits the stakeholder objective and constraint. It connects SAP Business AI and Joule to audit-renewal risk preparation, incident-context guidance, and measurable readiness improvement while preserving human review. The recommendation balances business value, operational consistency, and information-owner confidence.

## Question: 10

A global specialty chemicals manufacturer is evaluating SAP Customer Experience Solutions to improve distributor engagement. You are advising the presales team before a steering-committee presentation. The CRO wants better distributor pipeline visibility. The channel operations lead wants fewer manual escalations. The CIO wants the message to avoid implying that all regional processes must be standardized immediately. The committee has asked for a recommendation that each role can support without triggering a large operating-model debate.

One proposed message emphasizes global standardization as the main benefit. Another message maps SAP Customer Experience value to each stakeholder: pipeline visibility for commercial leadership, guided follow-up for channel operations, and phased adoption for IT. The team must still present one coherent direction rather than separate departmental initiatives.

Which positioning approach should the advisor recommend?

Response:

- A. Emphasize global standardization first because distributor engagement will improve only after all regions follow the same process model.
- B. Present independent value cases for commercial, operations, and IT leaders so each stakeholder can choose a separate adoption path.
- C. Focus only on the CRO's pipeline visibility target because revenue ownership should determine the first SAP Customer Experience message.
- D. Align the message to each stakeholder's priority while anchoring the recommendation to a phased distributor-engagement direction that avoids immediate regional standardization.

**Answer: D**

Explanation:

Feedback:

This recommendation fits the stakeholder environment and constraint. It gives each role a relevant value message while keeping the overall direction unified around phased distributor engagement. The response supports executive alignment without forcing immediate global standardization.

**Topic: 2**

**Unified Scenario Exam**

## Question: 11

### **CHALLENGE 1 — Executive Value Narrative Across Customer Engagement Channels**

Harborline's presales team is preparing the opening executive message for the board conversation. The sales director wants the narrative to focus almost entirely on AI-enabled selling because it is the fastest use case to demonstrate.

Which recommendation best fits the assessment context?

Response:

- A. Lead with SAP Sales Cloud Version 2 and SAP Business AI as the complete transformation story because sales acceleration is the most visible outcome.
- B. Position AI-enabled selling as an early value example within a broader SAP Customer Experience story covering sales, commerce, marketing, and service engagement.
- C. Avoid discussing AI-enabled selling in the first meeting because it may distract stakeholders from the wider SAP Customer Experience portfolio.
- D. Present each SAP Customer Experience application separately so every department can identify the product most relevant to its own needs.

**Answer: B**

Explanation:

Feedback:

This recommendation keeps the high-visibility sales pilot while anchoring it in a broader customer engagement value narrative. It reflects Harborline's need to connect sales, commerce, marketing, and service outcomes without reducing the board message to one department.

## Question: 12

### **CHALLENGE 1 — Executive Value Narrative Across Customer Engagement Channels**

During rehearsal, one team member suggests that the recommendation should start with a product catalog because Harborline uses separate tools today. Another suggests starting with the customer engagement outcomes the board wants to improve.

What is the strongest advisory response?

Response:

- A. Start with the product catalog so executives can compare SAP Customer Experience applications against their current tools.
- B. Start with the desired customer engagement outcomes, then connect SAP Customer Experience capabilities to sales, commerce, marketing, and service priorities.
- C. Start with the current system inventory, then defer business outcome discussion until Harborline selects a first implementation phase.
- D. Start with the sales organization's requested pilot, then ask other departments to align their priorities after the pilot proves value.

**Answer: B**

Explanation:

Feedback:

The scenario requires a business-facing executive narrative that links customer challenges to SAP solution value. Starting with outcomes helps position SAP Customer Experience as a connected engagement strategy rather than a replacement checklist.

## **Question: 13**

### **CHALLENGE 2 — AI-First Sales Pilot With Suite Expansion Path**

Harborline's CRO supports a fast pilot for intelligent account planning and lead prioritization. The commerce and service leaders worry that the pilot may become a stand-alone sales automation effort.

Which positioning approach best addresses both priorities?

Response:

- A. Define the pilot around SAP Sales Cloud Version 2 and SAP Business AI, then explicitly show how later phases can incorporate commerce, service, marketing, and suite-aligned customer context.
- B. Expand the first phase to include all CX channels so no stakeholder feels excluded from the initial rollout.
- C. Limit the pilot to sales productivity metrics and avoid discussing future phases until the first pilot has ended.
- D. Reframe the pilot as a technical data-platform initiative so it can support every future personalization scenario.

**Answer: A**

Explanation:

Feedback:

This preserves the fast AI-enabled sales proof point while preventing it from becoming isolated. It also aligns with the scenario's requirement to keep a path toward broader SAP Customer Experience and SAP Business Suite value.

## Question: 14

### CHALLENGE 2 — AI-First Sales Pilot With Suite Expansion Path

The board asks how Harborline should judge whether the first AI-enabled sales phase is worth expanding. The team needs to recommend decision criteria that support both early value and longer-term suite alignment.

Which criterion set is most appropriate?

Response:

- A. Pilot success should be judged only by reduced sales planning time because this is the most direct measure of productivity.
- B. Pilot success should combine sales execution outcomes with evidence that the approach can later connect to broader customer engagement context.
- C. Pilot success should be judged by whether all legacy CX tools can be replaced immediately after the first phase.
- D. Pilot success should be judged by the number of AI features demonstrated during the executive session.

**Answer: C**

Explanation:

Feedback:

The pilot needs measurable sales value and strategic relevance. Combining execution outcomes with evidence of future customer engagement expansion reflects the performance-versus-suite-alignment tension in the scenario.

## Question: 15

### CHALLENGE 3 — Customer Signal Ownership For Personalization Claims

Marketing wants the proposal to promise AI-driven personalization across commerce and campaigns in the first phase. Data leaders caution that customer-signal ownership has not yet been agreed.

Which recommendation best handles this tension?

Response:

- A. Promise broad personalization now because SAP Business AI can create executive excitement and increase sponsorship.
- B. Remove personalization from the proposal until every customer data ownership question is fully resolved.
- C. Position first-phase insight use cases conservatively, while describing broader personalization as a later-stage ambition dependent on agreed customer-signal ownership.
- D. Shift personalization responsibility entirely to the marketing team because it owns campaign relevance.

**Answer: C**

Explanation:

Feedback:

This answer protects credibility while keeping the transformation narrative attractive. It separates what can be responsibly positioned in the first phase from future personalization that depends on clearer customer-signal ownership.

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