

SAP C_BCSCX

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

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Latest Version: 4.0

Subjects

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

Topic

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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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