ITIL-DITS^{Q&As}

ITIL 4 Leader: Digital & IT Strategy

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QUESTION 1

An insurance company generates sales from its website, from agents in a call center, and from third parties working for other financial service organizations. The product is very product is very popular and users are generally satisfied. The organization regularly collects and analysis data about service consumers, and this shows users have different levels of satisfaction, depending on how the product was sold.

What should the insurance company consider NEXT to help resolve the situation?

A. Market relevance

B. Omnichannel delivery

C. Customer analytics

D. Customer feedback

Correct Answer: B

Omnichannel delivery is about providing a consistent and seamless customer experience across different channels and touchpoints. This can help increase customer satisfaction, loyalty, and retention. The insurance company should consider how to align and integrate its different sales channels to deliver a unified and coherent service to its customers. References: ITIL 4 Leader: Digital and IT Strategy, page 17

QUESTION 2

Which is NOT an essential consideration when developing a digital strategy?

A. Understanding which systems will form die digital technology programme

B. Understanding emerging technologies Hal could affect the organization

C. Understanding how to identify potential opportunities

D. Understanding the risks involved with digital opportunities

Correct Answer: A

Understanding which systems will form the digital technology programme is not an essential consideration when developing a digital strategy. It is a more detailed and technical aspect that can be defined later in the implementation phase. The essential considerations when developing a digital strategy are more focused on understanding the organization\'s vision, goals, values, customers, markets, competitors, opportunities, risks, and capabilities. References: ITIL 4 Leader: Digital and IT Strategy, page 5-6

QUESTION 3

A service provider a developing an operating model to support a new social media service that enables their business strategy.

They have included the following in the operating model:

1.

a definition of how suppliers will be Involved in the delivery of the service

2.

a description of me main performance measures required

Which additional element MUST be included to ensure that the essential themes of the operating model are covered?

A. A list of vendors who will provide the components mat form the social media service

B. An inventory of the mam technology components that will be located at the head office data centre

C. Definitions of the service management toolsets needed to support the service

D. Descriptions of the series of steps for the work that is required to create and support the service

Correct Answer: D

Descriptions of the series of steps for the work that is required to create and support the service are part of the essential themes of the operating model. They define how value is created and delivered through value streams and processes. They also help align the work with the strategy, vision, and goals of the organization and its stakeholders. References: ITIL 4 Leader: Digital and IT Strategy, page 19-20

QUESTION 4

The leaders of an organization ate defining an approach to optimize its value streams and processes to create a more efficient way of working.

What should this approach focus on?

A. Organizational agility

B. Organizational resilience

C. Elimination of waste

D. Uninterrupted delivery

Correct Answer: C

Elimination of waste is about identifying and removing any activities, resources, or outputs that do not add value to the customers or the organization. This can help optimize value streams and processes, improve efficiency and effectiveness, reduce costs and risks, and increase customer satisfaction. References: ITIL 4 Leader: Digital and IT Strategy, page 64

QUESTION 5

An external service provider is developing a new strategy for delivering social media services. The success of new services depends on high levels of customer satisfaction achieved through the highest level of support to users.

As part of an internal analysis, which factor is MOST important to consider to ensure that the service provider has the

capability to provide the service?

A. Employment laws effecting service provider staff

B. A mixed demographic of users with varied levels of IT skills

C. Knowledge and understanding of potential Innovative technology

D. Well-trained service desk staff with a broad set of skills

Correct Answer: D

Well-trained service desk staff with a broad set of skills are an important factor to consider to ensure that the service provider has the capability to provide the service. They are the main point of contact for customers and users, and they need to be able to handle different types of requests, issues, and feedback. They also need to be able to support the highest level of support to users, which requires technical, communication, and problem-solving skills. References: ITIL 4 Leader: Digital and IT Strategy, page 67-68

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