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ITIL 4 Leader: Digital & IT Strategy

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QUESTION 1

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 2

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 3

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

QUESTION 4

Which is a leadership skill that relates to having a digital mindset?

A. Looking at the potential of new tools to meet customer needs

B. Sharing success stories frequently to motivate others

C. Bulking a rapport with regulators and government officials

D. Measuring the success of strategic digital initiatives

Correct Answer: A

Looking at the potential of new tools to meet customer needs is a leadership skill that relates to having a digital mindset. It shows curiosity, openness, and willingness to explore and adopt new technologies that can enhance customer value and experience. It also demonstrates a customer-centric and innovative approach to digital transformation. References: ITIL 4 Leader: Digital and IT Strategy, page 25-26

QUESTION 5

An organization has utilized digital technology to make significant improvements to business processes that have contributed to the achievement of its strategic objectives. What does this describe?

A. Digital positioning

B. Organizational disruption

C. Digital transformation

D. Operational technology

Correct Answer: C

Digital transformation is the use of digital technology to create new or modify existing business processes, culture, and customer experiences to meet changing market needs and expectations. An organization that has utilized digital technology to make significant improvements to business processes that have contributed to the achievement of its

strategic objectives has undergone a digital transformation. References: ITIL 4 Leader: Digital and IT Strategy, page 5