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ITIL 4 Leader: Digital & IT Strategy

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QUESTION 1

An organization is aiming to use an innovative social media platform to improve engagement with young consumers. What should the organization's strategy focus on?

- A. Ecosystem disruption supported by operational excellence
- B. Market relevance supported by ecosystem disruption
- C. Customer and market relevance supported by operational excellence
- D. Operational excellence supported by customer and market relevance

Correct Answer: C

Customer and market relevance is about understanding and meeting the needs and expectations of customers and markets, especially in a dynamic and competitive environment. Operational excellence is about delivering services efficiently and effectively, with high quality and reliability. An innovative social media platform can help improve engagement with young consumers by enhancing customer and market relevance, while operational excellence can support the delivery of the platform and its services. References: ITIL 4 Leader: Digital and IT Strategy, page 15-16

QUESTION 2

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

- A. Understanding which systems will form the digital technology programme
- B. Understanding emerging technologies that 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

An organization has established a clear vision for digital transformation and has started their transformation journey. They have documented all their value streams and started to improve these. They use technology appropriately to maximize customer experience and operational excellence. They understand and manage risks, and they have a comprehensive approach to identifying and using innovative ideas.

What else do they need for the digital transformation to succeed?

- A. Management of threats and opportunities



- B. Improved use of automation
- C. Management of staff skills and competence
- D. Linked processes and practices to value creation

Correct Answer: C

Management of staff skills and competence is what the organization needs for the digital transformation to succeed. This means that the organization ensures that its staff have the necessary skills and competence to support the digital transformation and deliver value to customers. This can involve training, development, coaching, mentoring, recruitment, retention, and motivation of staff. References: ITIL 4 Leader: Digital and IT Strategy, page 68-69

QUESTION 4

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 5

An organization has started a digital transformation programme, and wants to create a culture of innovation. This month, the CIO plans to deliver a presentation on how chatbots can improve the customer registration experience. Which approach is the CIO using to support the programme?

- A. Encouraging digital technology opportunities
- B. Establishing a mantle intelligence culture
- C. Giving employees time for training and development
- D. Working with workflow and talent management

Correct Answer: A



Encouraging digital technology opportunities is the approach that the CIO is using to support the programme of creating a culture of innovation. This means that the CIO is promoting and facilitating the exploration and adoption of new digital technologies that can create value for the organization and its customers. By delivering a presentation on how chatbots can improve the customer registration experience, the CIO is demonstrating how digital technology can enable innovation and enhance customer value. References: ITIL 4 Leader: Digital and IT Strategy, page 25-26

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