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ITIL 4 Leader: Digital & IT Strategy

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QUESTION 1

An organization cannot afford the loss that comes from taking risks that go wrong, but they suffer big losses because they often take these risks anyway. What combination of risk capacity and risk appetite this situation?

- A. Low risk capacity, high risk appetite
- B. High risk capacity, high risk appetite
- C. Low risk capacity, low risk appetite
- D. High risk capacity, low risk appetite

Correct Answer: A

A low risk capacity means that an organization cannot afford the loss that comes from taking risks that go wrong, while a high risk appetite means that an organization is willing to take those risks anyway. This situation can lead to big losses and unsustainable outcomes. References: ITIL 4 Leader: Digital and IT Strategy, page 57

QUESTION 2

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 3

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 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 4

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

QUESTION 5

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



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