ITIL 4 Specialist: Drive Stakeholder Value (ITL4SDSV)

ITIL ITIL-DSV

Version Demo

Total Demo Questions: 10

Total Premium Questions: 101

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Topic Break Down

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QUESTION NO: 1

An organization provides an online portal that its employees can use to learn about and request standard services. Which practice would ensure that users can easily find information on the portal and that the information is kept up-to-date?

A. Service request management

B. Service desk

C. Service level management

D. Service catalogue management

ANSWER: D

Explanation:

Service catalogue management is the correct practice because its purpose is to provide a single, consistent source of relevant information about services and service offerings to users and other stakeholders. In this scenario, employees use a portal both to understand available standard services and to submit requests. The catalogue therefore needs to present service information in a clear, accessible structure, so that users can locate the appropriate offering without unnecessary effort. It must also be maintained as services, request models, eligibility rules, descriptions, and fulfilment details change. This directly supports accurate, current portal content and a usable request experience. ITIL 4 describes the service catalogue as a structured source of information on services and service offerings, and service catalogue management ensures this information is available to relevant audiences. Maintaining this information improves stakeholder experience by setting clear expectations before a request is made and supporting efficient selection of the required service. Further ITIL practice guidance is available from PeopleCert’s ITIL service catalogue management overview and the ITIL service management certification resources.

QUESTION NO: 2

An organization finds value in moving to a 'platform as a service' solution. The organization understands that it is crucial to optimize its own way of working to make this a success. What is this an example of?

A. Partnership

B. Basic Relationship

C. Cooperative Relationship

D. Co-creation Relationship

ANSWER: D

Explanation:

Co-creation Relationship is correct because the organization recognizes that realizing value from a platform as a service solution depends not only on the provider delivering the platform, but also on the consumer changing and improving its own practices. In ITIL, value is co-created through ongoing interactions among service providers, service consumers, and other stakeholders. A service does not create value in isolation; value is realized when the consumer uses the service in a way that supports its desired outcomes.

For a platform as a service solution, the consumer may need to adapt development methods, skills, governance, security practices, deployment processes, and ways of managing applications. This active contribution is central to a co-creation relationship: both sides have responsibilities and must collaborate effectively for the intended outcomes and value to be achieved. The organization’s willingness to optimize its own way of working therefore demonstrates its role in co-creating value, rather than treating the platform as a standalone product that will automatically produce benefits.

This aligns with ITIL’s service relationship and value co-creation concepts, described by AXELOS: ITIL 4 and the service value system and the PeopleCert ITIL 4 Specialist: Drive Stakeholder Value overview.

QUESTION NO: 3

Customers who love to eat organic food are an example of which category?

A. Behavioural market category

B. Geographic market category

C. Psychographic market category

D. Demographic market category

ANSWER: C

Explanation:

Psychographic market category is correct because it groups customers according to psychological and lifestyle-related characteristics, such as values, beliefs, interests, attitudes, and preferred ways of living. A preference for organic food commonly reflects an underlying orientation toward health, environmental sustainability, natural products, ethical consumption, or wellness. These are characteristics of how people think, what they value, and the lifestyle choices they make.

In ITIL 4's stakeholder-value context, understanding this type of market segment helps a service provider design value propositions, communication, channels, and offerings that resonate with the intended customer group. For example, an organization targeting customers who value organic products may emphasize provenance, transparency, sustainable sourcing, or health-related outcomes in its service relationship. The key point is that the segment is defined by shared motivations and lifestyle preferences rather than by location, age, income, or another purely observable population attribute. General marketing guidance likewise identifies psychographic segmentation as segmentation based on lifestyle, personality, attitudes, and values. See the American Marketing Association's marketing resources and Qualtrics' overview of market segmentation.

QUESTION NO: 4

Through a virtual call with the Service Manager, a top consumer is complaining about the response time of the staff o delivering new laptops. However, all targets are met. The Service Manager listens to the issue, considers its importance, and proposes to review the Service Level Agreement. Which type of listening is the most appropriate for this situation?

A. Positive Listening

B. Attentive Listening

C. Selective Listening

D. Empathic listening

ANSWER: D

Explanation:

Empathic listening is appropriate because the Service Manager goes beyond checking whether the existing service-level targets have been achieved. The manager recognizes that meeting a formally agreed target does not necessarily mean that the consumer experiences the service as satisfactory or that the target remains suitable for the consumer's current needs. By listening to the concern, considering its importance to a key consumer, and proposing a review of the service level agreement, the manager demonstrates an effort to understand the consumer's perspective, priorities, and underlying expectations.

In ITIL 4, service relationship management focuses on establishing and nurturing relationships with stakeholders, understanding their needs, and maintaining mutual value co-creation. Empathic listening supports this by treating feedback as meaningful input into the ongoing assessment of service expectations and service levels. It helps the provider identify whether an agreed measure should be reconsidered in light of stakeholder outcomes, rather than relying solely on operational compliance. This approach supports trust, collaboration, and continual improvement of the value relationship. See the PeopleCert overview of ITIL 4 Specialist: Drive Stakeholder Value and the ITIL 4 guiding principles overview.

QUESTION NO: 5

A service provider has received information from market analysis which shows that there is strong demand for one of its products in countries in which it does not usually operate. Which activity should the service provider perform now?

A. Understand and influence the behaviour of different user profiles

B. Handle improvement opportunities in a professional manner

C. Produce a cost model that considers all the resources needed

D. Evaluate pricing mechanisms to ensure they drive the desired behaviour

ANSWER: C

Explanation:

Produce a cost model that considers all the resources needed is the appropriate next activity. Market analysis has identified a potential opportunity, but the provider must now establish whether it can deliver the product sustainably in the new countries and whether doing so will create sufficient value. A cost model supports this decision by identifying the resources required to operate in those locations, such as local delivery capability, suppliers, technology, support arrangements, legal and regulatory compliance, localization, staffing, and ongoing operational costs. This creates an informed basis for deciding whether to enter the market, what investment is required, and how the offering can be designed to remain viable while meeting stakeholder needs. In ITIL, value is co-created through services and depends on an understanding of demand, opportunities, costs, risks, and the resources involved in delivering outcomes. Cost modelling therefore turns an observed demand signal into a practical, evidence-based service offering and investment decision. The Drive Stakeholder Value module addresses how organizations explore demand and develop offerings that enable value co-creation. See PeopleCert's ITIL 4 Specialist: Drive Stakeholder Value overview and AXELOS: What is ITIL.

QUESTION NO: 6

The IT Manager of an organization is drafting the business case to move to the public cloud. The IT Manager seeks your advice to understand the approach that can be considered. What is the best approach that you will suggest?

A. Put continual improvement at the center of this initiative and use all the ITIL guiding principles.

B. Draw up a customer journey map of all different types of customers to understand the value the service brings.

C. Organize an onboarding workshop with all stakeholders early in the process, this will increase the customer's engagement.

D. Map out the SWOT analysis and perform a risk analysis to understand which services are ready to be migrated to the public cloud.

ANSWER: A

Explanation:

Put continual improvement at the center of this initiative and use all the ITIL guiding principles. A move to the public cloud is a significant service-value initiative, rather than merely a technical migration. The business case should therefore establish the intended value, the stakeholders affected, the current state, the risks and constraints, and an iterative path for realizing and measuring benefits. Continual improvement provides a structured mindset for assessing the situation, defining the desired future state, planning improvements, taking action, evaluating results, and sustaining successful changes.

Applying all the ITIL guiding principles ensures that the initiative remains value-focused, uses existing capabilities and information appropriately, progresses in manageable increments with feedback, encourages stakeholder collaboration and visibility, considers the end-to-end service ecosystem, avoids unnecessary complexity, and uses practical optimization and automation where appropriate. This creates a robust basis for a cloud business case that can be reviewed and refined as assumptions, costs, demand, risks, and stakeholder needs evolve. ITIL describes the guiding principles as universal recommendations applicable to an organization in all circumstances; they should be considered together, not selectively. See PeopleCert's ITIL overview and AXELOS ITIL resources.

QUESTION NO: 7

A service provider is setting up an agreement with an organization. As the user experience is important, it is added to the agreement. Which metric would you advise to be added to the agreement?

A. Maximum duration of an interruption

B. Number and frequency of returns to the previous stage

C. Maximum number of simultaneous downloads

D. Unlimited monthly traffic

ANSWER: B

Explanation:

Number and frequency of returns to the previous stage is an appropriate metric because it measures friction experienced by users while progressing through a service interaction or user journey. A return to an earlier stage can indicate that users could not complete an activity successfully on their first attempt, did not understand the information or instructions provided, or encountered an obstacle that required rework. Tracking both the number of these returns and how often they occur gives the service provider and the organization an observable, user-centred indication of whether the service is easy and effective to use.

In an agreement where user experience matters, measures should support the value that users obtain, rather than only describing internal technical performance. This metric can be assessed for important journeys, such as submitting a request, completing a purchase, or accessing information, and can be used to identify improvement opportunities. It also supports meaningful joint review of service performance because the parties can agree the relevant journey stages, measurement method, target level, and reporting frequency. ITIL 4 Drive Stakeholder Value emphasizes managing customer and user experience throughout service relationships and value co-creation; see the ITIL 4 Specialist: Drive Stakeholder Value overview and the ITIL 4 guiding principles.

QUESTION NO: 8

A service provider wants to track if a customer is emotionally satisfied with the service it is providing. Which metric would help the MOST?

A. Number and frequency of users errors

B. Customers churn rate

C. Average rating given by the users to the service

D. Number of transactions where users used the interface help

ANSWER: C

Explanation:

Average rating given by the users to the service is the most useful metric because it directly captures customers' expressed perceptions and feelings about their service experience. Emotional satisfaction is inherently subjective: it concerns whether customers feel pleased, confident, valued, or frustrated when interacting with the service. A rating solicited after use, particularly when collected consistently through an appropriately designed satisfaction survey, provides a clear indicator of this sentiment and allows the provider to identify trends over time. In ITIL 4, service providers should measure customer perceptions of value and experience, rather than relying only on operational or behavioural data. Ratings can be segmented by service, journey stage, customer group, or support interaction, enabling targeted improvement based on the areas that most influence satisfaction. To make the measure actionable and reliable, the provider should define the rating scale, survey timing, response target, review cadence, and threshold that triggers investigation or improvement work. This supports the ITIL guiding principle to focus on value, since customer feedback helps determine whether the service is achieving outcomes that customers recognize and appreciate. See PeopleCert's ITIL 4 Specialist: Drive Stakeholder Value overview and AXELOS guidance on the ITIL guiding principles.

QUESTION NO: 9

A customer and a service provider are considering a partnership relationship for a business-critical service. Both organizations will need to make long-term investments and share responsibility for achieving strategic outcomes.

What should they do FIRST when assessing mutual readiness?

A. Agree detailed operational targets for every service component

B. Assess each organization's capability, maturity, and past performance

C. Begin joint continual improvement activities immediately

D. Transfer responsibility for all risks to the service provider

ANSWER: B

Explanation:

Assess each organization's capability, maturity, and past performance is correct because a partnership involves close collaboration, shared commitments, and significant dependency. The parties need evidence that each can fulfil its responsibilities reliably before making long-term commitments.

Agreeing detailed operational targets or beginning joint improvement work may be appropriate later, but neither establishes whether the organizations have the required capability and maturity to sustain a partnership.

QUESTION NO: 10

An organization is looking for a service provider to support them in their digital transformation. As part of the service provider, what would be the first focus of your interactions?

A. Display the proof of the capabilities to deliver your products consistently.

B. Display solutions implemented at other customers within the same industry.

C. Understanding the customer purposes, issues, and needs.

D. Understanding the utility and warranty requirements to create the most value for the customers.

ANSWER: C

Explanation:

Understanding the customer purposes, issues, and needs is the correct first focus because Drive Stakeholder Value begins with engaging stakeholders in a way that establishes what matters to them and the outcomes they are trying to achieve. Digital transformation is not principally a technology implementation; it is a change intended to improve business outcomes, customer experiences, operating models, or capabilities. The service provider must therefore first explore the organization's context, objectives, pain points, constraints, and priorities. This creates a shared understanding of value before discussing particular products, service designs, or delivery capabilities.

This approach directly applies ITIL's "focus on value" guiding principle. Value is co-created and is determined by the stakeholder's perception of benefits in relation to costs and risks. A provider can only shape a relevant value proposition, identify suitable service offerings, and establish productive relationships after it understands the customer's desired outcomes and current challenges. Early discovery also supports trust, transparency, and meaningful collaboration throughout the customer journey. ITIL's guidance on stakeholder engagement emphasizes understanding stakeholder needs and expectations as a basis for value co-creation. See AXELOS: ITIL guiding principle—focus on value and PeopleCert: ITIL 4 Specialist—Drive Stakeholder Value.