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Question: 1

Ridgeway Facilities is replacing paper maintenance requests with a digital request journey for office occupants. Fabio has been asked to manage the rollout as a project because it affects reception staff, mobile engineers, contractors, occupants and the finance team. The service desk already knows how incidents will be logged after launch, but no one has decided how training will be sequenced, which sites will move first, or how complaints during the cutover will be handled without making occupants feel ignored.
What does project management add before Ridgeway moves the request journey into live use?

A. It controls the change by planning work, risk, stakeholders and experience benefits.
B. It keeps the facilities desk out of design decisions so the project can finish faster.
C. It proves the digital request journey will be liked because the rollout has a schedule.
D. It replaces service management until every site has moved to the new request journey.

Answer: A

Question: 2

Olivetree Hotels is redesigning guest check-in. Rafa, the hotel operations sponsor, wants the provider team to reduce lobby queues by moving more guests to pre-arrival check-in. Jonah, who manages reception, says guests often still come to the desk because they worry the room request or late arrival note has not been seen. Kemi, who works on the digital service team, has usage data showing many guests begin the form but stop before confirming. The team needs to decide which stakeholders to include in the next mapping exercise.
Which mapping decision best reflects the experience roles in the check-in situation?

A. Map only the operations sponsor and reception manager, because they can approve the change.
B. Map only guests, because guest satisfaction is the visible measure on the hotel scorecard.
C. Map guests, reception staff, sponsors, and the digital provider teams separately.
D. Map only the digital provider team, because they own the form that guests abandon.

Answer: C

Question: 3

Thornbury University is considering a new digital service for postgraduate research travel approvals. Hana has interviewed supervisors, finance staff, and doctoral students before any proposal has been written. The students say the current path is confusing because they do not know who owns each

approval. Finance staff say most requests fail because policy evidence is missing. A senior manager asks Hana to stop interviewing and start drafting the service catalogue entry, because the university already knows it needs a travel approval service.
Which service journey step is Hana still working in, and what should be true before Thornbury moves on?

A. Agree, because finance requirements will become part of the service agreement
B. Onboard, because students need instructions before they can use the service
C. Offer, because the university is preparing wording for a catalogue entry
D. Explore, because the needs and stakeholder contexts are still being understood

Answer: D

Question: 4

Bellrock Transit runs a trial of an automated lost-property form. Cole wants to know whether the form is usable before launching it at every station. He has three possible evidence streams: live passenger submissions during the trial, a desk review of completed form records, and a scripted walkthrough by staff pretending to be passengers with different levels of confidence. The launch board asks which stream is most likely to show what happens when real passengers try to recover an item.
Which evidence stream is the best primary data source for Cole's decision?

A. A desk review of completed form records, because it shows the fields passengers eventually submitted
B. A summary report from the station team, because staff know where passengers usually struggle
C. A scripted staff walkthrough, because it standardizes the same lost-property journey for every tester
D. Live passenger submissions and follow-up comments gathered during the trial period

Answer: D

Question: 5

Sandpiper Grocers is introducing a new supplier complaint service for store managers. Ines signs the budget because the executive team wants fewer disputes with suppliers. Rafa will use the service when deliveries are short. Jonah leads the internal team that receives complaints and coordinates responses. Kemi is asked to build a journey view but notices the draft labels Ines as the user, Rafa as the sponsor, and Jonah as the customer. The labels are starting to distort which evidence is being gathered.
Which correction should Kemi make to the role labels before the journey evidence is collected?

A. Swap Jonah and Rafa, because the team receiving complaints always represents the customer.
B. Remove role labels and collect a single satisfaction score from everyone involved.
C. Label Ines as sponsor, Rafa as user, and Jonah's team as provider stakeholders.
D. Keep the labels because seniority decides who is the user in a business service.

Answer: C

Question: 6

Greenlaw College is replacing its student placement portal. Amara leads the provider team and reports that the project is in good shape because configuration is complete, training materials are drafted, and support staff are ready. Students, however, are still comparing placement options and asking whether the portal will expose disability adjustments to employers. The careers office has not yet answered that concern, but the provider team wants to schedule onboarding next week.
What does this situation show about the consumer and provider stakeholder journeys?

A. The two journeys are the same because they concern the same placement portal
B. The provider is ahead, because student trust questions remain unresolved
C. Both journeys are ready for onboarding because the provider has completed its preparation
D. The consumer journey is ahead because students have already started asking detailed questions

Answer: B

Question: 7

Fernbrook Retail runs a loyalty help service. Ines is accountable for revenue from loyalty members, Jonah leads store staff who explain loyalty issues to shoppers, and Kemi manages the provider desk that fixes account problems. A dashboard says resolution time is improving, but store staff say shoppers trust them less because each fix message uses technical wording and arrives after the shopper has left the store. The team asks which stakeholder experience is being under-represented in the current map.
Which under-represented stakeholder role is most likely causing the map to miss the trust problem?

A. The sponsor, because loyalty revenue is the final business outcome.
B. The store employee acting as a front-line experience stakeholder for the shopper.
C. The provider desk, because resolution time is measured from its ticket queue.
D. The reporting analyst, because the dashboard shows the trend.

Answer: B

Question: 8

Kestrel Water sends planned-outage notices two weeks before maintenance. The work finishes on time, but call volume rises before the outage window even starts. Maya sees comments such as "I know it is necessary, but I am worried the reconnection will fail again". Operations wants to wait until after the work and then review outage duration. Customer services says the concern is already visible before delivery begins.

Which distinction best helps Maya decide what part of experience is already being affected before the outage work starts?

A. Experience should be treated as a final satisfaction score after the outage.
B. Anticipation is already shaping experience before the service is consumed.
C. Perception should be reviewed only after an output target is missed.
D. Evaluation is the only valid experience response because the work is not complete.

Answer: B

Question: 9

Stonegate Property has a small digital access team and a separate facilities desk. The digital team adopted DevOps practices and now releases access-control changes every week. Their dashboard shows shorter lead time, fewer failed deployments and faster recovery after faults. Tenants, however, still complain that a lobby door sometimes refuses valid passes during peak arrival times, and the facilities desk learns about the problem from angry calls rather than from release feedback. Leena is asked whether DevOps has replaced the need for ITIL-aligned experience management.
Which interpretation best explains the relationship Leena should establish between DevOps results and the tenant experience problem?

A. DevOps proves the access service is successful because release speed and recovery time are now the strongest experience measures.
B. DevOps improves delivery flow, but ITIL checks whether tenants perceive the service as dependable.
C. The facilities desk should stop collecting calls because DevOps telemetry is more objective than user complaints.
D. ITIL should replace DevOps because tenant-facing services need formal processes more than release automation.

Answer: B

Question: 10

Thornbury University has piloted a tutoring booking service with one faculty. Feedback is positive, but students still ask whether weekend sessions count against their funded support hours. Tutors want to know how cancellations will be handled. Hana proposes a short statement of what the service includes, what it does not include, and what choices students have before any formal commitments are made. The sponsor asks whether this is already the agreement step.
Which journey step is Hana most likely preparing, and why is it not yet the agreement step?

A. Engage, because stakeholders are still discovering that the service exists
B. Reflect, because pilot feedback has already been collected from students
C. Offer, because the proposition and boundaries are being clarified
D. Agree, because cancellation rules and funded hours are contractual details

Answer: C

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