ITIL® 4 Specialist: Drive Stakeholder Value - Including Exam

Duration: 3 Days **Course Code: ITIL4DSV** **Delivery Method: Closed Events**

Overview:

This course provides those IT leaders, practitioners and support staff who already hold the ITIL® 4 Foundation qualification with an understanding of all types of engagement and interactions between a service provider and their customers, users, suppliers and partners, including key CX, UX and journey mapping concepts. The course is based on the ITIL® 4 best practice service value system featured in the latest 2019 guidelines.

This course includes a web proctored exam.
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Company Events

These events can be delivered exclusively for your company at our locations or yours, specifically for your delegates and your needs. The Company Events can be tailored or standard course deliveries.

Target Audience:

This course is aimed at individuals continuing their journey in service management, ITSM managers and aspiring ITSM managers, ITSM practitioners who are responsible for managing and integrating stakeholders, focus on the customer journey and experience, and/or are responsible for fostering relationships with partners and suppliers.

Objectives:

- **After you complete this course you will be able to:**
- Understand how customer journeys are designed.
- Know how to target markets and stakeholders.
- Know how to foster stakeholder relationships.
- Know how to shape demand and define service offerings.
- Know how to align expectations and agree details of services.
- Know how to onboard and offboard customers and users.
- Know how to act together to ensure continual value co-creation (service consumption / provisioning).
- Know how to realise and validate service value.

Prerequisites:

Attendees should meet the following prerequisites:

- Candidates must hold the ITIL® 4 foundation certificate.

Testing and Certification

Recommended preparation for exam(s):

- ITIL® 4 - Drive Stakeholder Value exam.
This exam is 90 minutes long with 40 multiple-choice questions. Pass mark is 28/40 – 70%. Exam vouchers are provided with this course, these will have a validity of 12 months. You will need to schedule your exams within this time frame.

Follow-on-Courses:

The following courses are recommended for further study:

- ITIL® 4: Create, Deliver, Support
- ITIL® 4: Direct, Plan and Improve
- ITIL® 4: High Velocity IT

Content:

- Understand the concept of the customer journey.
- Understand the ways of designing and improving customer journeys.
- Understand the characteristics of markets.
- Understand marketing activities and techniques.
- Know how to describe customer needs and internal and external factors that affect these.
- Know how to identify service providers and explain their value propositions.
- Understand the concepts mutual readiness and maturity.
- Understand the different supplier and partner relationship types, and how these are managed.
- Know how to develop customer relationships.
- Know how to analyse customer needs.
- Know how to use communication and collaboration activities and techniques.
- Know how the following practices can be applied to enable and contribute to fostering relationships: -
- Relationship management
- Supplier management
- Understand methods for designing digital service experiences based on value driven, data driven and user centred service design.
- Understand approaches for selling and obtaining service offerings.
- Know how to capture, influence and manage demand and opportunities.
- Know how to collect, specify and prioritise requirements from a diverse range of stakeholders.
- Know how the Business analysis practice can be applied to enable and contribute to requirement management and service design.
- Know how to plan for value co-creation.
- Know how to negotiate and agree service utility, warranty and experience.
- Know how the Service Level Management practice can be applied to enable and contribute to service expectation management.
- Understand key transition, onboarding and offboarding activities.
- Understand the ways of relating with users and fostering user relationships.
- Understand how users are authorized and entitled to services.
- Understand different approaches to mutual elevation of customer, user and service provider capabilities.
- Know how to prepare onboarding and offboarding plans.
- Know how to develop user engagement and delivery channels.
- Know how the Service Catalogue management practice can be applied to enable and contribute to offering user services.
- Know how the Service Desk practice can be applied to enable and contribute to user engagement.
- Understand how users can request services.
- Understand methods for triaging of user requests.
- Understand the concept of user communities.
- Understand methods for encouraging and managing customer and user feedback.
- Know how to foster a service mindset (attitude, behaviour and culture).
- Know how to use different approaches to provision of user services.
- Know how to seize and deal with customer and user ‘moments of truth’.
- Know how the Service Request Management practice can be applied to enable and contribute to service usage.
- Know how to realise and validate service value.
- Understand methods for measuring service usage and customer and user experience and satisfaction.
- Understand methods to track and monitor service value (outcome, risk, cost and resources).
- Understand different types of reporting of service outcome and performance.
- Understand charging mechanisms.
- Know how to assess service value realization.
- Know how to prepare to evaluate and improve the customer journey.
- Know how the Portfolio Management Practice can be applied to enable and contribute to service value realization.

Additional Information:

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Students will receive a digital student kit and proctor exam voucher.

Further Information:

For More information, or to book your course, please call us on 00 966 92000 9278

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