SM-DSV

ITIL® 4 DRIVE STAKEHOLDER VALUE (EXAM INCLUDED)

DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
3 Days	Advanced	ITIL® 4	Instructor Led	NA

INTRODUCTION

The ITIL® 4 Specialist: Drive Stakeholder Value module is part of the Managing Professional stream for ITIL® 4, and participants need to pass the related certification exam for working towards the Managing Professional (MP) designation. The ITIL® 4 Specialist: Drive Stakeholder module provides guidance on establishing, maintaining, and developing effective service relationships at appropriate levels. It guides the organizations on a service journey in their service provider and consumer roles, supporting effective interaction and communication

AUDIENCE PROFILE

The target audience for the ITIL® 4 Specialist: Drive Stakeholder Value includes, but are not limited to, the following:
– Service management practitioners involved in interactions with customers, users, and suppliers
– Team leads and middle management of service providers
– Service and product owners, service designers
– Relationship managers, service level and service experience managers

PREREQUISITES

Those wishing to take this course must have passed the ITIL® 4 Foundation examination.

COURSE OBJECTIVES

Candidates can expect to gain knowledge and understanding in the following upon successful completion of the education and examination components related to this course:
– 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 on 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

COURSE CONTENT

Lesson 1: Customer Journey
– Purpose of the Module
– Purpose of Mastering the Customer Journey
– Touchpoints and Service Interactions
– Module Topics
– Mapping the Customer Journey

– Designing the Customer Journey
– Measuring and Improving the Customer Journey

Lesson 2: Customer
Step 1: Explore
– Purpose of the Module
– Purpose of the Explore Step
– Module Topics

– Understanding Service Consumers
– Understanding Service Providers
– Understanding and Targeting Markets

Lesson 3: Customer Journey
Step 2: Engage
– Purpose of the Modul

- Purpose of the Engage Step
- Aspects of Service Value
- Module Topics
- Service Relationship Types
- Building Service Relationships
- Building and Sustaining Trust and Relationships
- Analyzing Customer Needs
- Managing Suppliers and Partners

Lesson 4: Customer Journey
Step 3: Offer
- Purpose of the Module
- Purpose of Shaping Demand and Service Offerings
- Module Topics
- Managing Demand and Opportunities
- Specifying and Managing Customer Requirements
- Designing Service Offerings and User Experience
- Selling and Obtaining Service Offerings

Lesson 5: Customer Journey
Step 4: Agree

- Purpose of the Module
- Purpose of Aligning
- Expectations and Agreeing Services
- Module Topics
- Agreeing and Planning Value Co-Creation
- Negotiating and Agreeing to a Service

Lesson 6: Customer Journey
Step 5: Onboard
- Purpose of the Module
- Purpose of Onboarding and Offboarding
- ITIL® Management Practices
- Module Topics
- Planning Onboarding
- Fostering Relationships with
- Users
- Providing User Engagement and Delivery Channels
- Enabling Users for Service
- Elevating Mutual Capabilities
- Offboarding

Lesson 7: Customer Journey

Step 6: Co-create
- Purpose of the Module
- Purpose of Service Provision and Consumption
- Module Topics
- Service Mindset
- Ongoing Service Interactions
- Nurturing User Communities

Lesson 8: Customer Journey
Step 7: Realize
- Purpose of the Module
- Measuring Service Value
- Purpose of Value Capturing and Customer Journey Improvement
- Realizing Service Value in Different Settings
- Module Topics
- Tracking Value Realization
- Assessing and Reporting Value Realization
- Evaluating Value Realization and Improving Customer Journeys
- Realizing Value for the Service Provider

ASSOCIATED CERTIFICATIONS & EXAM

This course will prepare delegates to take the ITIL® 4 Specialist: Drive Stakeholder Value exam. Successfully passing this exam will result in the ITIL® 4 Specialist: Drive Stakeholder Value Certification

Exam Prerequisite:

Note that attendance and completion of the Instructor-led ITIL® 4 Specialist: Drive Stakeholder Value course is mandatory and serves as a prerequisite before attempting the ITIL® 4 Specialist: Drive Stakeholder Value Examination.

Exam Format:

- 40 questions, multiple choice examination
- Closed Book, Online Web Based
- 90 minutes (candidates taking exam in a language that is not their native or working language may be awarded 25% extra time)
- Pass Score 70% or higher – a raw score of 28 marks or above

BOOK YOUR COURSE & EXAM

Please Note:

The ITIL® 4 Specialist: Drive Stakeholder Value course bundle includes the ITIL® 4 Specialist: Drive Stakeholder Value examination and will be quoted and purchased together.