

# COURSE OUTLINE



## ITIL® 4 Specialist – Drive Stakeholder Value (Exam Included)

DURATION	LEVEL	TECHNOLOGY	DELIVERY METHOD	TRAINING CREDITS
3 Day(s)	Intermediate	Service Management	In Class/ Virtual /e-learning	N/A

### Course Overview

This module covers all types of engagement and interaction between a service provider and their customers, users, suppliers and partners. It focuses on the conversion of demand into value via IT enabled services.

The module covers key topics such as SLA design, multi-supplier management, communication, relationship management, CX and UX design, customer journey mapping, and more.

It will provide candidates with the tools to increase stakeholder satisfaction which is integral to business success in the current competitive landscape.

### Prerequisite

- ITIL® 4 Foundation Certificate.

### Audience

ITIL 4 Specialist Drive Stakeholder Value is aimed at practitioners responsible for managing and integrating stakeholders, those that focus on customer journey and experience, and those that are responsible for fostering relationships with partners and suppliers.

### Course Outcomes

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 cocreation (service consumption / provisioning)
- Know how to realize and validate service value

## Topics

### Module 1: Customer Journey

- Mapping the customer journey
- Designing the customer journey
- Measuring and improving the customer journey

### Module 2: Customer Journey Step 1 – Explore

- Understanding service consumers
- Understanding service providers
- Understanding and targeting markets

### Module 3: Customer Journey Step 2 – Engage

- Service relationship types
- Building service relationships
- Building and sustaining trust and relationships
- Analysing customer needs
- Managing suppliers and partners

### Module 4: Customer Journey Step 3 – Offer

- Managing demand and opportunities
- Specifying and managing customer requirements
- Designing service offerings and user experience
- Selling and obtaining service offerings

### Module 5: Customer Journey Step 4 – Agree

- Agreeing and planning value co-creation
- Negotiating and agreeing a service

### Module 6: Customer Journey Step 5 – Onboard

- Planning onboarding
- Fostering relationships with users
- Providing user engagement and delivery channels
- Enabling users for service
- Elevating mutual capabilities
- Offboarding

### Module 7: Customer Journey Step 6 – Co-Create

- Service mindset
- Ongoing service interactions
- Nurturing user communities

### Module 8: Customer Journey Step 7 - Realize

- Tracking value realization
- Assessing and reporting value realization
- Evaluating value realization and improving customer journeys
- Realizing value for the service provider

## Exam Information

Multiple choice examination questions

40 questions

28 marks required to pass (out of 40 available) - 70%

90 minutes duration

Closed book.

## Vendor Annotation

ITIL® is a registered trademark of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.

Please note that PeopleCert examinations cannot be sold separately and are included in the course pricing.

Please read the Peoplecert privacy policy and terms of service policy at: <https://www.peoplecert.org/terms-of-service-and-privacy-policy>