

ITIL v4 Specialist: Drive Stakeholder Value

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.

The course will help students to understand:

- 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 realize and validate service value

Course Outline

- 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 realisation

Who should attend

- 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

Prerequisites

Candidates must hold the ITIL 4 Foundation certificate.