

ITIL® 4 Specialist – Drive Stakeholder Value

TRAINING COURSE OUTLINE



Introduction

The ITIL® 4 Specialist: Drive Stakeholder Value (DSV) course is one of five courses required to achieve ITIL 4's Managing Professional (MP) designation.

This course is ideal for anyone who wants to gain a firm grasp of the various types of interactions between a service provider and their customers, users, suppliers, and partners.

The core concept behind DSV is to provide an understanding of how to convert demand into value through IT-enabled services. The course covers key topics like service level-agreement design, multi-supplier management, relationship management, customer and user experience design, customer journey mapping, and more. Individuals can expect to walk away with the tools required to drive user engagement and boost internal and external stakeholder satisfaction.

The Drive Stakeholder Value course focuses on these key ITIL 4 practices:

- ❖ Relationship management
- ❖ Portfolio management
- ❖ Service request management
- ❖ Supplier management
- ❖ Business analysis
- ❖ Service level management
- ❖ Service catalog management
- ❖ Service Desk
- ❖ Business relationship management

Duration

3 – days workshop

Learning Objectives

- ❖ Understand how customer journeys are designed:
 - Learn the ways to design and improve customer journeys
- ❖ Understand how to target markets and stakeholders:
 - Learn the characteristics of markets
 - Learn marketing activities and techniques
 - Learn how to describe customer needs as well as internal and external factors that affect these
 - Learn how to identify service providers and explain their value propositions
- ❖ Understand how to foster stakeholder relationships:
 - Learn how to analyze customer needs
 - Learn about and how to use communication and collaboration activities and techniques
- ❖ Understand how to align expectations and agree upon details of service:
 - Learn how to plan for value creation
 - Learn how to negotiate and agree service utility, warranty, and experience
- ❖ Understand how to onboard and off-board customers and users:
 - Learn different approaches to mutually elevate customer, user, and service provider capabilities
 - Learn how to prepare onboarding and off-boarding plans
 - Learn how to develop user engagement and delivery channels
- ❖ Understand how to act together to ensure continual value co-creation (service consumption/provisioning):
 - Learn how users can request services
 - Learn the methods for encouraging and managing customer and user feedback
 - Learn how to foster a service mindset (attitude, behavior, and culture)
- ❖ Understand how to realize and validate service value:
 - Learn methods for measuring service usage and customer and user experience and satisfaction

- Learn the different types of reporting of service outcome and performance

Target Audience

This course is intended for those as below:

- ❖ All IT Professionals
- ❖ IT/IS Managers,
- ❖ Service Desk Manager
- ❖ Service Operation Manager
- ❖ IT Architect, System Architect, Enterprise Architect
- ❖ ITSM Consultants
- ❖ Business Process Analyst, IT Business Analyst
- ❖ IT Project Manager,
- ❖ Change Manager, Delivery Manager, MIS Manager
- ❖ CIO/CTO
- ❖ IT Staffs, IT Supervisor, Service Desk, IT Engineers, Application Developer, DevOps, IT Auditor, and other IT-related positions
- ❖ Anyone seeking ITIL Foundation Certification and everyone interested in aligning IT with business, controlling or reducing IT costs, improving IT service quality, and balancing IT resources in the most effective manner.

Prerequisites

For this course you are required to have successfully attained your ITIL® 4 Foundation certificate. You will need to provide us with a copy of your certificate upon registration in order to be admitted into this course.

Exam & Certification

- ❖ The exam is administered by PeopleCert. Candidate must learn at Accredited ITIL Training Provider with Accredited ITIL Trainer.

- ❖ The exam is 90 minutes in duration, includes 40 multiple-choice questions and is administered online by an independent examination body.
- ❖ A passing mark of 70% is required to receive your certificate. An exam review is included in the course to help prepare attendees for the final exam.
- ❖ You will attain 18 professional development units (PDUs) for Project Managers.

Training contents

Module 1: Introduction to drive stakeholder value

- ❖ The concept of the customer journey
- ❖ Touchpoints and service interactions
- ❖ Benefits of understanding customer journeys
- ❖ Designing and improving customer journeys

Module 2: The markets and stakeholders targeting

- ❖ Characteristics of markets
- ❖ Marketing activities and techniques
- ❖ Customer needs definition
- ❖ Internal and external factors
- ❖ Service value propositions

Module 3: Fostering stakeholder relationships

- ❖ Concepts of mutual readiness and maturity
- ❖ Managing the different supplier and partner relationship types
- ❖ Customer relationships development
- ❖ Customer needs analyzing
- ❖ Communication and collaboration activities and techniques

- ❖ Relationship management practice
- ❖ Supplier management practice

Module 4: Defining and offering service

- ❖ Designing digital service experiences based on value-driven, data-driven and user-centred service design
- ❖ Selling and obtaining service offerings
- ❖ Capturing, influencing and managing demand and opportunities
- ❖ Collecting, specifying and prioritizing requirements from the different stakeholders
- ❖ Business analysis practice

Module 5: Service Agreement

- ❖ Value co-creation planning
- ❖ Service utility, warranty and experience agreement
- ❖ Service utility, warranty and experience
- ❖ Service level management practice

Module 6: Onboarding and offboarding customers and users

- ❖ The key transition, onboarding and offboarding activities
- ❖ Relating and fostering user relationships
- ❖ Authorized and entitled the service to users
- ❖ Using provider capabilities to mutual elevation of customer, user
- ❖ Preparing onboarding and offboarding plans
- ❖ Developing user engagement and delivery channels
- ❖ Service catalogue management practice
- ❖ Service desk practice
- ❖ Users involves request services

Module 7: Ensuring continual value co-creation

- ❖ Using triaging method for user requests
- ❖ The concept of user communities
- ❖ Encouraging and managing customer and BL2 user feedback
- ❖ Fostering a service mindset (attitude, behaviour and culture)
- ❖ Provisioning of user services
- ❖ Customer and user ‘moments of truth’
- ❖ Service request management practice

Module 8: Service value realization and validation

- ❖ Measuring service usage and customer and user experience and satisfaction
- ❖ Tracking and monitoring service value (outcome, risk, cost and resources)
- ❖ Service outcome and performance reporting
- ❖ Charging mechanisms
- ❖ Evaluating and improving the customer journey
- ❖ Portfolio management practice

Notes: Apex Global is Accredited ITIL Training Provider in Vietnam. We have been trained successfully 17 ITIL Experts in year 2018, 2019. Now we have been trained successfully 66 ITIL Experts.

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