ITILÃ‚Â® 4 Specialist: Drive Stakeholder Value Training

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Course#:ITSM-16
Duration:3 Days
Price:600.00
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Course Description

 Gain first-hand, practical skills to establish, maintain, and develop effective service relationships.
 Get practical guidance on design thinking while designing services to achieve better usability and experience.
 Immersive learning with a blend of live sessions, self-paced videos, case studies, assessments and more.
 KnowledgeHut is a Certified Partner of Axelos and an ATO of PeopleCert

Objectives

 Understand the ways to design and improve customer journeys.
 Get a deep understanding of the characteristics of markets, and can design marketing activities and techniques that will enhance business outcomes.
 Describe customer needs as well as internal and external factors that affect these. Also learn how to identify service providers and explain their value propositions.
 Perform an analysis of customer needs. In keeping with this, you will demonstrate the right techniques for effective communication and collaboration.
 Plan for value creation. With this understanding, you can negotiate and agree on service utility, warranty, and experience.
 Get an understanding of different approaches to mutually elevate customer, user, and service provider capabilities. Learn how to prepare onboarding and off-boarding plans.
 Develop user engagement and delivery channels.
 Understand how users can request services and learn the methods for encouraging and managing customer and user feedback.
 Achieve an in-depth understanding of how to foster a service mindset (attitude, behaviour, and culture)

Demonstrate methods for measuring service usage and customer and user experience and satisfaction.

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

Audience

The ITIL 4 Specialist Drive Stakeholder Value (DSV) certification is for anyone working in the role that deals with suppliers. This includes professionals responsible for managing and working with suppliers and providing an integrated service management organization.

The module covers the different types of interaction and engagement between a service provider and its users, customers, partners, and suppliers. It is focused on converting demand into value using IT-enabled services. The key topics covered in the module are SLA design, communication, customer journey mapping, multi-supplier management, UX and CX design, and more.

The targeted groups for DSV certification are:

Individual professionals who want to continue their journey in the field of ITSM . (IT service management -ITSM)

Current and aspiring ITSM Managers.

ITSM practitioners who manage delivery of digital and IT-enabled services and products.

Existing qualification holders who want to further develop their knowledge.

ITSM practitioners who have to integrate stakeholders, foster relationships with suppliers and partners, and focus on the journey and experience of the customers.

Also, all the candidates are required to have the ITIL 4 Foundation certification and must have attended a training program from an ATO (Accredited Training Organization). For ITIL 4 DSV, the recommended training duration is 18 hours (including the exam).

Prerequisites

ITIL 4 Foundation Certification

Content

1. Introduction Key Concepts

Start with a recap of what is ITIL and its evolution to ITIL 4. Recollect the key fundamentals that were covered in the ITIL 4 Foundation. Understand the role and importance of Engagement and Customer Journey. Take a quick look at key terminologies and concepts like Stakeholders, Service Consumers, Service Relationships, Customer Journeys, Visibility, Value, Products, and Services.

Topics:

 Introduction to ITIL and ITIL 4
 Recap of ITIL 4 Foundation
 Introduction to DSV
 Importance of Engagement
 Key Terms and Concepts

2. The Customer Journey

Describe and explain the concepts of Customer Journey. Map, design, measure and improve customer journeys.

Topics:

 Understanding Customer Journeys
 Mapping Customer Journeys
 Designing the Customer Journey
 Measuring and Improving Customer Journey

3. Explore

Describe the Purpose of Explore during the customer journey. Identify customer needs and internal and external factors that affect them. Identify service providers and explain their value propositions. Explain how to understand Markets and their Characteristics. Identify and describe various

marketing activities and techniques.

Topics:

Introduction
Service Consumers and their Needs
Service Providers and their Offers
Understanding Markets
Targeting Markets

4. Engage

Explain the Purpose of Engage during the customer journey. Explain the use of communication and collaboration activities and techniques. Describe how to develop customer relationships. Identify the different supplier and partner relationship types, and how these are managed. Explain how Relationship Management practice can be applied to enable and contribute to fostering relationships. Also, explain how the Supplier Management practice can be applied to enable and contribute to supplier and partner relationships management.

Topics:

Introduction
Communicating and collaborating
Serve Relationship types
Building Customer Relationships
Supplier and Partner Relationships
Applying Practice: Relationship Management
Applying Practice: Supplier Management

5. Offer

Describe the Purpose of Offer step during the customer journey. Explain how to capture, influence,

and manage demand and opportunities. Explain how to collect, specify, and prioritize requirements from a diverse range of stakeholders. Describe the methods for designing digital service experiences based on value-driven, data-driven, and user-centered service design. Understand approaches for selling and obtaining service offerings. Explain how the Business Analysis practice can be applied to enable and contribute to requirement management and service design.

Topics:

Introduction
Demand and Opportunities
Specifying and Managing Requirements
Designing Service Offerings and User Experiences
Selling and Obtaining Service Offerings
Applying Practice: Business Analysis

6. Agree

Describe the Purpose of the Agree step during the customer journey. Explain how to plan for value co-creation. Learn how to negotiate and agree on service utility, warranty, and experience. Explain how the Service Level management practice can be applied to enable and contribute to service expectation management.

Topics:

Introduction
Agreeing and Planning for value Co-Creation
Negotiating and agreeing for a service
Applying Practice: Service Level Management

7. Onboard

Describe the Purpose of the Onboard step during the customer journey. Explain how to prepare onboarding plans, identify the ways of relating to users, and fostering user relationships. Explain how to develop user engagement, delivery channels, and describe how users are authorized and entitled to services. Identify different approaches to the mutual elevation of customer, user, and service provider capabilities. Explain how to prepare offboarding plans. Understand how the Service Catalogue management practice can be applied to enable and contribute to offering user services. Learn how the Service Desk practice can be applied to enable and contribute to user engagement.

Topics:

Introduction
Planning Onboarding
Relating to users and fostering relationships
User engagement and delivery channels
Enabling Users for Services
Elevating Mutual Capabilities
Offboarding Customers and Users
Applying Practice: Service Catalogue Management
Applying Practice: Service Desk

8. Co-create

Describe the Purpose of the Co-Create step during the customer journey. Explain how to foster a service mindset and use different approaches for the provision of user services. Describe how users can request services and how to manage them. Explain how the Service Request management practice can be applied to enable and contribute to service usage.

Topics:

Introduction
Fostering a service mindset
Provision of User Services

User communities

Applying Practice: Service Request Management

9. Realise

Understand the Purpose of Realize step during the customer journey. Explain how to validate service value. Understand methods to track and monitor service value (outcome, risk, cost, and resources). Understand different types of reporting of service outcome and performance. Explain how to evaluate and improve the customer journey. Describe the aspects of the realization of value for the Service provider. Explain how the Portfolio Management practice can be applied to enable and contribute to service value realization.

Topics:

Introduction

Validating Service Value

Tracking and Monitoring Service Value

Reporting Value Realization

Evaluating and Improving Customer Journeys

Realizing value for Service Provider

Applying Practice: Portfolio Management