

## ITIL4 Specialist: Drive Stakeholder Value (DSV) Certification Program

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### Course Summary

#### Description

The ITIL best practice provides proven guidance to support organizations on their digital transformation journey. ITIL 4 is the next iteration that incorporates all the best from previous versions and expands on this body of knowledge, by providing a practical and flexible approach to support organizations with a focus on delivering customer outcomes and value through IT-enabled services.

ITIL 4 provides an end-to-end operating model for the delivery and operation of tech-enabled products and services. It enables IT teams to continue to play a crucial role in wider business strategy and also integrates concepts from other industry best practices such as Lean, Agile and DevOps.

The advanced-level ITIL 4 Managing Professional courses been developed for IT practitioners working within technology and digital teams across organizations. To obtain the ITIL 4 Managing Professional designation, the candidate needs to complete all courses in the ITIL 4 Managing Professional stream:

- ITIL 4 Specialist: Create, Deliver and Support
- ITIL 4 Specialist: Drive Stakeholder Value
- ITIL 4 Specialist: High Velocity IT
- ITIL 4 Strategist: Direct Plan and Improve

The ITIL 4 Specialist: Drive Stakeholder Value (DSV) course provides an understanding on providing 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.

This course has a focus on the following aspects of the ITIL 4 Service Value Chain:

- Demand (input)
- Engage
- Value (output)

This is a full training package that includes the knowledge transfer as well as the associated certification exam.

#### Objectives

At the end of this course, students will be able to:

- Guiding stakeholders, whether they are customers or service providers, through the principles and practices of co-creating value through services.
- Understanding how all stakeholders must contribute to the co-creation of service value .
- Describing and understanding the main steps of a customer journey.
- Providing guidance on how to co-create the most valuable journey.
- Including content on service marketing and negotiating agreements.

#### Topics

- 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

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### Course Summary (cont'd)

#### Audience

- 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
- Existing ITIL qualification holders wishing to develop their knowledge

#### Prerequisites

- The candidate must have passed the ITIL 4 Foundation examination
- Attendance in an accredited training course for this module and successful completion of the certificate exam
- Exam details:
  - 90 minutes
  - Candidates taking the exam in a language that is not their native or working language may be awarded 25% extra time, i.e. 113 minutes in total.
  - 'Closed book' examination, 40 multiple choice questions, 70% or higher pass mark (28 or above correct out of 40)
- The ITIL 4 Specialist: Drive Stakeholder Value Improve publication, (though not mandatory), is highly recommended reading in support of this advanced training ISBN: 9780113316373

#### Duration

Three days

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### Course Outline

- I. *Understand how customer journeys are designed, including:*
  - A. Concept of the customer journey
  - B. Ways of designing and improving customer journeys
- II. *Know how to target markets and stakeholders, including:*
  - A. Understanding market characteristics
  - B. Understanding marketing activities and techniques
  - C. Knowing how to describe customer needs and internal and external factors that affect these
  - D. Knowing how to identify service providers and explain their value propositions
- III. *Know how to foster stakeholder relationships, by:*
  - A. Understanding the concepts of mutual readiness and maturity
  - B. Understanding the different supplier and partner relationship types, and how these are managed
  - C. Knowing how to develop customer relationships
  - D. Knowing how to analyze customer needs
  - E. Knowing how to use communication and collaboration activities and techniques
  - F. Knowing how the relationship management practice can be applied to enable and contribute to fostering relationships
  - G. Knowing how the supplier management practice can be applied to enable and contribute to supplier and partner relationships management
- IV. *Know how to shape demand and define service offerings, including:*
  - A. Understanding methods for designing digital service experiences based on value-driven, data-driven and user-centered service design
  - B. Understanding approaches for selling and obtaining service offerings
  - C. Knowing how to capture, influence and manage demand and opportunities
  - D. Knowing how to collect, specify and prioritize requirements from a diverse range of stakeholders
  - E. Knowing how the business analysis practice can be applied to enable and contribute to requirement management and service design
- V. *Know how to align expectations and agree details of services, including how:*
  - A. To plan for value co-creation
  - B. To negotiate and agree service utility, warranty and experience
  - C. The service level management practice can be applied to enable and contribute to service expectation management
- VI. *Know how to onboard and offboard customers and users, by:*
  - A. Understanding key transition, onboarding and offboarding activities
  - B. Understanding the ways of relating with users and fostering user relationships
  - C. Understanding how users are authorized and entitled to services
  - D. Understanding different approaches to mutual elevation of customer, user and service provider capabilities
  - E. Knowing how to prepare onboarding and offboarding plans
  - F. Knowing how to develop user engagement and delivery channels
  - G. Knowing how the service catalogue management practice can be applied to enable and contribute to offering user services
  - H. Knowing how the service desk practice can be applied to enable and contribute to user engagement

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### Course Outline (cont'd)

*VII. Know how to act together to ensure continual value co-creation (service consumption / provisioning), by:*

- A. Understanding how users can request services
- B. Understanding methods for triaging of user requests
- C. Understanding the concept of user communities
- D. Understanding methods for encouraging and managing customer and user feedback
- E. Knowing how to foster a service mindset (attitude, behavior and culture)
- F. Knowing how to use different approaches to provision of user services
- G. Knowing how to seize and deal with customer and user 'moments of truth'
- H. Knowing how the service request management practice can be applied to enable and contribute to service usage

*VIII. Know how to realize and validate service value, by:*

- A. Understanding methods for measuring service usage and customer and user experience and satisfaction
- B. Understanding methods to track and monitor service value (outcome, risk, cost and resources)
- C. Understanding different types of reporting of service outcome and performance
- D. Understanding charging mechanisms
- E. Knowing how to validate service
- F. Knowing how to evaluate and improve the customer journey
- G. Knowing how the portfolio management practice can be applied to enable and contribute to service value realization