ITIL® 4 Specialist: Drive Stakeholder Value

ITIL

Com certificação

- **Nível:**
- **Duração:** 24h

Sobre o curso

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 guidelines.

This course:

- 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.
- covers key topics such as SLA design, multi-supplier management, communication, relationship management, CX and UX design, customer journey mapping, and more.
- provides candidates with the tools to increase stakeholder satisfaction which is integral to business success in the current competitive landscape.

About the exam

- The exam is closed book with forty (40) multiple-choice questions. The pass grade is 70% (28 out of 40 questions).
- The exam lasts 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.

The course includes a remote certification exam.

Destinatários

- 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 supplier

Pré-requisitos

Candidates must hold the ITIL 4 foundation certificate

Programa

The course will help students 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 co-creation (service consumption / provisioning)
- Know how to realise and validate service value

- **Understand how customer journeys are designed**
  - Understand the concept of the customer journey
  - Understand the ways of designing and improving customer journeys
- **Know how to target markets and stakeholders**
  - 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
- **Know how to foster stakeholder relationships**
  - 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 relationship management practice can be applied to enable and contribute to fostering relationships
  - Know how the supplier management practice can be applied to enable and contribute to supplier and partner relationships management
- **Know how to shape demand and define service offerings**
  - 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 align expectations and agree details of services**
    - 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
- **Know how to onboard and offboard customers and users**
    - 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
- **Know how to act together to ensure continual value co-creation**
    - 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