ProTech Professional Technical Services, Inc.

ITIL® 4 Specialist: Drive Stakeholder Value (DSV) Certification Program

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 integrates concepts from other industry best practices such as Lean, Agile and DevOps.

The advanced-level ITIL® 4 Managing Professional courses have 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

The ITIL® 4 Specialist: Drive Stakeholder Value (DSV) course learning objectives include:

- 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

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Course Summary (cont)

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 esrvice value

Audience

The target audience for this course includes:
- 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 **OR** the ITIL® 4 Managing Professional Transition examination.
- Attendance in an accredited training course for this module and successful completion of the certificate exam.

Duration

Three days

Course Outline

I. **Understand how customer journeys are designed**
   A. Concept of the customer journey
   B. Ways of designing and improving customer journeys

II. **Know how to target markets and stakeholders**
   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 provides and explain their value propositions

III. **Know how to foster stakeholder relationships**
   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 analyse 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**
   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**
   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

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Course Outline (cont)

VI. *Know how to onboard and offboard customers and users*
   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

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