

## ITIL® 4 Specialist: Drive Stakeholder Value («ITDSV»)

In this seminar, you will learn how to design services in such a way that you achieve maximum added value for the customer.

**Duration:** 3 days

**Price:** 3'600.–

**Course documents:** Official courseware (English) & official Axelos book (digital) incl. exam voucher

### Content

The module covers all types of engagement and interaction between a service provider and its customers, suppliers and partners. It explores the individual steps organizations can take to drive stakeholder value, including (but not limited to) cultivating relationships, understanding markets and stakeholders, and capturing and realizing value. The module also addresses the transformation from demand to value through IT-enabled services, giving participants the tools they need to increase stakeholder satisfaction and gain a competitive edge. It can be used and adapted in all types of organizations and helps to achieve an effective service relationship at an appropriate level.

1. Customer Journeys
  - Concepts
  - Possibilities for design and improvement
2. Markets and Stakeholders
  - Characteristics of markets
  - Marketing activities and techniques
  - Customer needs
  - Internal and external factors
  - Service provider and value proposition
3. Stakeholder Relations
  - Terms «Mutual Readiness» and «Maturity»
  - Different types of supplier and partner relationships
  - Developing customer relationships
  - Analysis of customer needs
  - Communication and collaboration activities and techniques
  - Relationship management practice
  - Supplier management
4. Service Offers
  - Methods for designing digital service experiences based on value- and data-driven and user-centric service design
  - Approaches to selling and receiving services
  - Identifying, influencing and managing demand and opportunities
  - Requirements of different stakeholders
5. Expectations and Details of Services
  - Planning the joint value creation
  - Negotiate and agree on the service utility & warranty and the service experience
6. On- and Off-Boarding of Customers and Users
  - Most important transition, on- and off-boarding activities
  - Building and promoting relationships
  - Authorize users and check service permissions
  - Different approaches to mutually enhance the capabilities of customers, users and service providers
  - Prepare on-board and off-board plans
  - Development of plans for the integration of users and delivery channels

- Service Catalogue Management Practice
- Service Desk Practice
- 7. Continuous Value Creation (Service Consumption / Provision)
  - Requesting user services
  - Methods for the triaging of user requests
  - Understanding the concept of «user communities»
  - Methods for promoting and managing customer and user feedback
  - Service mentality (attitude, behaviour and culture)
  - Use different approaches to provide user services
  - Service request management practice
- 8. Realization and Validation of the Service Value
  - Methods for measuring service usage, customer and user experience and customer satisfaction
  - Methods for tracking and monitoring service value (outcome, risks, costs and resources)
  - Different methods of reporting on the results and performance of services
  - Charging policies
  - Assessing the realization of service values
  - Preparation of the evaluation and improvement of customer journeys

The course contents/learning goals are based on the official syllabus of Axelos.

## Key Learnings

- Development of a customer journey
- Ability to target markets and stakeholders
- Successful management of stakeholder relationships
- Identify service providers and explain their value propositions
- Ability to align expectations and agree upon details of services
- Organization of entries and exits of customers and users
- Ability to work together to ensure continual value co-creation (service consumption/provision)
- Realization and validation of service values

## Methodology & didactics

The seminar requires at least 20 hours of additional time outside the classroom.

The course consists of a three-day interactive course consisting of presentation and group exercises. Please keep the evenings free for repetitions and/or smaller homework. The preparation and processing of the homework will contribute significantly to the success of the exam.

This module is aimed at people and organizations involved in service relationships and actively shaping the Customer Journey. Anyone who manages and realigns collaboration and coordination with suppliers and partners. Employees who design, plan, review and optimize products and services or are responsible for transition, release and validation of new products and services. Target audience includes, but is not limited to:

- Service Delivery Manager
- Service Desk Manager
- Service Level Manager
- Service & Solution Architect
- Business Analyst
- Enterprise Architect
- Product Owner & Digital Product Manager
- Project & Portfolio Manager
- Supplier / Relationship Manager
- Customer experience (CX) Manager / Designer

## Requirements

The «ITIL® 4 Foundation certificate» is a prerequisite for the course. The «ITIL® Foundation 2011» certificate is not sufficient. If you are not yet in possession of this certificate, please attend the following course:

- [ITIL® 4 Foundation compact course \(«IT4»\)](#)

## Certification

You can book the exam in English or German. The courseware is in English and the official literature is in either English or German. In general, we recommend that you take the exam in the language of the official literature. When you register for the exam, you can choose the language of the exam and the language of the eBook.

You will receive a voucher for the online exam via email from PeopleCert a few days before the course starts. The exam voucher must be redeemed directly with PeopleCert, where you can register for an available exam date. The online exam is proctored by a PeopleCert proctor, which requires a device with a microphone and camera.

For more information about the exam, please visit the PeopleCert website [here](#).

**Format:** 40 multiple-choice exam questions, duration: 1.5 hours, pass rate: 70%, closed book

### «Take2» option:

This option allows you to retake the exam at a lower price if you do not pass. The retake exam takes place **online**. If required, you can book this option independently in your PeopleCert candidate profile before booking the exam. You have up to 6 months from the date of the first exam to prepare and take the retake exam.

The «ITIL® 4 Drive Stakeholder Value» certification is one of the prerequisites for becoming an ITIL® 4 Managing Professional.

<https://www.peoplecert.org/en/terms-of-service-and-privacy-policy> – under this link you will find more information about the complaint management of our certification partner and your rights.

## Additional information

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-digital-transformation-technologies/agile/course-itil-4-specialist-drive-stakeholder-value](https://www.digicomp.ch/courses-digital-transformation-technologies/agile/course-itil-4-specialist-drive-stakeholder-value)