ITIL® 4 Specialist: Drive Stakeholder Value Training Course

Module 1: Understand how customer journeys are designed

- Understand the concept of the customer journey
- Understand the ways of designing and improving customer journeys

Module 2: 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

Module 3: Know how to foster stakeholder relationships

- Understand the concepts of 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 (the relationship management practice)
- Know how the supplier management practice can be applied to enable and contribute to supplier and partner relationships management (the supplier management practice)

Module 4: Know how to shape demand and define service offerings

- Understand 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
- 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 (the business analysis)

Module 5: Know how to align expectations and agree details of services

- Know how to plan for value co-creation
- Know how to negotiate and agree on service utility, warranty, and experience
- Know how the Service level management practice can be applied to enable and contribute to service expectation management (the service level management practice)

Module 6: 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 authorised and entitled to services
- Understand different approaches to the mutual elevation of the 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 (the service catalogue management practice)
- Know how the Service Desk practice can be applied to enable and contribute to user engagement
- Understand how users can request services

Module 7: Know how to act together to ensure continual value co-creation (service consumption / provisioning)

- Understand methods for triaging 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 the provision of user services
- Know how to seise 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 (the service request management practice)

Module 8: 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 realisation
- 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 (9.5.5, the portfolio management practice)