

ITIL® 4 Specialist Drive Stakeholder Value (DSV)

Prehľad

This course covers key topics such as SLA design, multi-supplier management, communication, relationship management, CX and UX design, customer journey mapping, and more. It will provide candidates with the tools to increase stakeholder satisfaction which is integral to business success in the current competitive landscape. The associated certification exam voucher is included with this course.

Vzdelávacie ciele

The purpose of this course is to give the delegate the understanding to optimize the value of the journey for all stakeholders, for example, to convert opportunity and demand into value and to drive stakeholder value.

Engagement is important in the optimization of service value because, as ITIL Foundation explained, service value is co-created through the involvement of users, customers, sponsors, service providers, or any other stakeholder.

This course introduces ways and methods to drive stakeholder value and encourage stakeholders contribute to the creation of service value by exploring the following:

Value propositions

Fostering relationships

Keeping engagement channels open

Shaping demand

Designing service offerings

Aligning and agreeing expectations

Co-creating service experiences

Realizing value

1 - How customer journeys are designed

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

2 - 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

[Online registrácia](#)

Termíny

Trvanie kurzu (v dňoch): 3 Days

G2R = "Garantovaný termín" | OLL = "Online LIVE"
ILT = "Kurz vedený inštruktorom"

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| 10/13/21 | G2R | 3:00PM - 11:00PM | Bratislava, Slovakia | OLL | € 0.00 |
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3 - 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 analyze 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

4 - 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 prioritize 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

5 - 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

6 - 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

7 - 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, behavior 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

8 - How to realize and validate service value

Understand methods for measuring service usage and customer and user experience and satisfaction
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 realization
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