

ITIL® 4 Specialist: Drive Stakeholder Value

Duration: 24 Hours (3 Days)

Overview

The ITIL® 4 Specialist Drive Stakeholder Value course is a comprehensive program designed to guide learners through the intricacies of managing and fostering relationships with stakeholders. It emphasizes mastering the Customer journey, starting from the initial exploration of customer needs to the final realization of service value. The course is structured into eight modules that cover each step of the Customer journey, including Explore, Engage, Offer, Agree, Onboard, Co-create, and Realize. Learners will gain insights into designing, measuring, and improving Customer journeys, along with Managing service touchpoints and interactions. They will learn how to tailor services to customer requirements, negotiate and agree on services, and ensure these services provide value to both the consumer and the provider. The ITIL 4 Drive Stakeholder Value module is pivotal for professionals seeking to enhance their ability to build meaningful relationships and co-create value with stakeholders, thereby solidifying their roles as ITIL 4 Specialist Drive Stakeholder Value practitioners. Through this course, participants will develop skills that are crucial for delivering and supporting services that meet and exceed the dynamic needs of customers.

Audience Profile

The ITIL® 4 Specialist Drive Stakeholder Value course hones skills in managing customer experiences and stakeholder relationships.

- IT Service Managers
- Customer Experience (CX) Managers
- Relationship Managers
- Account Managers
- Service Delivery Managers
- Service Level Managers
- Enterprise Architects
- Business Analysts
- Project Managers
- Marketing Managers
- IT Consultants
- IT Support Staff
- Product Owners
- Customer Success Managers
- Sales Professionals within IT organizations

Course Syllabus

Module 1: Customer Journey

- Purpose of Mastering the Customer Journey
- Touchpoints and Service Interactions
- Mapping the Customer Journey
- Designing the Customer Journey

- Measuring and Improving the Customer Journey

Module 2: Customer Journey STEP 1: Explore

- Purpose of the Explore Step
- Understanding Service Consumers
- Understanding Service Providers
- Understanding and Targeting Markets

Module 3: Customer Journey STEP 2: Engage

- Purpose of the Engage Step
- Aspects of Service Value
- Service Relationship Types
- Building Service Relationships
- Building and Sustaining Trust and Relationships
- Analyzing Customer Needs
- Managing Suppliers and Partners

Module 4: Customer Journey STEP 3: Offer

- Purpose of Shaping Demand and Service Offerings
- Managing Demand and Opportunities
- Specifying and Managing Customer Requirements
- Designing Service Offerings and User Experience
- Selling and Obtaining Service Offerings

Module 5: Customer Journey STEP 4: Agree

- Purpose of Aligning Expectations and Agreeing Services
- Agreeing and Planning Value Co-Creation
- Negotiating and Agreeing a Service

Module 6: Customer Journey STEP 5: Onboard

- Purpose of Onboarding and Offboarding
- ITIL Management Practices
- Planning Onboarding
- Fostering Relationships with Users
- Providing User Engagement and Delivery Channels
- Enabling Users for Service
- Elevating Mutual Capabilities
- Offboarding

Module 7: Customer Journey STEP 6: Co-Create

- Purpose of Service Provision and Consumption
- Service Mindset
- Ongoing Service Interactions
- Nurturing User Communities

Module 8: Customer Journey STEP 7: Realize

- Measuring Service Value
- Purpose of Value Capturing and Customer Journey Improvement
- Realizing Service Value in Different Settings
- Tracking Value Realization
- Assessing and Reporting Value Realization
- Evaluating Value Realization and Improving Customer Journeys
- Realizing Value for the Service Provider