

ITIL® 4 DRIVE STAKEHOLDER VALUE TRAINING AND CERTIFICATION

WHAT IS ITIL® 4 DSV?

- The ITIL® Specialist: Drive Stakeholder Value (DSV) course is one of five courses required to achieve ITIL 4's Managing Professional (MP) designation.
- This course is ideal for anyone who wants to gain a firm grasp of the various types of interactions between a service provider and their customers, users, suppliers, and partners.
- The core concept behind DSV is to provide an understanding of how to convert demand into value through IT-enabled services. The course covers key topics like service level-agreement design, multi-supplier management, relationship management, customer and user experience design, customer journey mapping, and more. Individuals can expect to walk away with the tools required to drive user engagement and boost internal and external stakeholder satisfaction.

BENEFIT OF ITIL® 4 DSV

As ITIL now includes consumers and producers together in multi-dependent workflows and systems, this module is focused on helping practitioners increase stakeholder satisfaction via the best service offerings; something that is essential to business success in today's highly competitive landscape.

- Gain the skills to facilitate co-creation of value throughout the customer journey
- Facilitate stakeholder management, optimize customer experience while managing costs, risks
- Immersive learning with real-world simulations, case studies, auto-graded assessments, more
- Ensuring high satisfaction levels
- Using human-centred design when designing services
- Customer experience (CX) and user experience (UX) design to optimize customer experience
- Communication – influencing stakeholders, encouraging collaboration and transparency



WHO SHOULD ATTEND?

This course is aimed at individuals in management and service management roles who have a responsibility for the above noted practices as well as individuals who want to acquire the ITIL Managing Professional (MP) designation.

Roles include:

- Software Engineer/Developer
- Systems Engineer
- Service Delivery Manager
- DevOps Manager/Specialist
- Solution Architect
- Infrastructure Engineer
- IT Service Management Professional
- Release and Deployment Manager

LEARNING OBJECTIVES

1. Understand how customer journeys are designed:
   - Learn the ways to design and improve customer journeys
2. Understand how to target markets and stakeholders:
   - Learn the characteristics of markets
   - Learn marketing activities and techniques
   - Learn how to describe customer needs as well as internal and external factors that affect these
   - Learn how to identify service providers and explain their value propositions
3. Understand how to foster stakeholder relationships:
   - Learn how to analyse customer needs
   - Learn about and how to use communication and collaboration activities and techniques
4. Understand how to align expectations and agree upon details of service:
   - Learn how to plan for value creation
   - Learn how to negotiate and agree service utility, warranty, and experience
5. Understand how to on board and off-board customers and users:
   - Learn different approaches to mutually elevate customer, user, and service provider capabilities
   - Learn how to prepare on boarding and off-boarding plans
   - Learn how to develop user engagement and delivery channels



COURSE CONTENTS

Module 1: Customer Journey

- Purpose of the Module
- Purpose of Mastering the Customer Journey
- Touch points and Service Interactions
- Module Topics
- Mapping the Customer Journey
- Designing the Customer Journey
- Measuring and Improving the Customer Journey

Module 2: Customer Journey Step 1: Explore

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

Module 3: Customer Journey Step 2: Engage

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

Module 4: Customer Journey Step 3: Offer

- Purpose of the Module
- Purpose of Shaping Demand and Service Offerings
- Module Topics
- 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 the Module
- Purpose of Aligning Expectations and Agreeing Services
- Module Topics
- Agreeing and Planning Value Co-Creation
- Negotiating and Agreeing a Service



CERTIFICATION

ITIL® 4 DSV Certification Information:

- Exam Duration: 90 Minutes
- Number of Question: 40 Questions
- Level of Qualification: Intermediate
- Open book: No
- Exam Format: Multiple Choices
- Exam Pass Mark: 28 out of 40
- Electronic Devices Permitted: No

PREREQUISITE

- For this course you are required to have successfully attained your ITIL 4 Foundation certificate. You will need to provide us with a copy of your certificate upon registration in order to be admitted into this course.