

ITIL® 4 Specialist – Drive Stakeholder Value

Description

The ITIL® 4 Specialist – Drive Stakeholder Value training provides an in-depth understanding of the relationship between IT services and stakeholders. It emphasizes value creation through effective management of relationships, expectations, and customer experience. This course covers essential aspects such as customer journey mapping, multi-supplier management, and strategic communication. Participants learn how to transform every interaction into a true driver of performance and satisfaction.

A learning path focused on customer experience

Service management goes beyond delivering tools. It is also about understanding needs and responding to them with agility. This course highlights CX and UX design, which are essential to creating services that are both useful and engaging. Participants will also discover how to measure the value generated and adapt service offerings according to evolving needs.

Course Content

Module 1: How are customer journeys designed?

- Key concepts of the customer journey
- Methods for designing and improving customer journeys

Module 2: How to target markets and stakeholders?

- Understand the characteristics of a market
- Understand marketing activities and techniques
- Describe customer needs, including internal and external influencing factors
- Identify service providers and explain their value propositions

Module 3: How to foster stakeholder relationships?

- Understand the concepts of mutual availability and maturity
- Understand different types of relationships and how to manage them
- Develop customer relationships
- Analyze customer needs
- Use communication and collaboration activities and techniques
- How the "Relationship Management" practice contributes to fostering relationships

Module 4: How to shape demand and refine service offerings?

- Understand methods for designing a digital service experience based on value, data, and user-centered design
- Unsolicited approaches for selling and obtaining service offerings
- Capture, influence, and manage demand and opportunities
- Gather, specify, and prioritize stakeholder requirements
- How the "Business Analysis" practice contributes to managing requirements and designing services

Module 5: How to align expectations and agree on service details?

- How to plan for co-creation of value
- How to negotiate and agree on service utility, warranty, and experience
- How the "Service Level Management" practice contributes to managing service expectations

Module 6: How to onboard and offboard customers and users?

- Understand key transition, onboarding, and offboarding activities
- Understand ways to build and strengthen relationships with users
- Understand how users are authorized and entitled to services
- Understand different approaches to mutual exchange of capabilities between customers, users, and service providers
- Prepare onboarding and offboarding plans
- Develop user engagement and delivery channels
- How the "Service Catalog Management" practice contributes to delivering services to users
- How the "Service Desk" practice contributes to user engagement

Module 7: How to work together to ensure continuous co-creation of value?

- Understand how users can request services
- Understand methods for categorizing user requests
- Understand the concept of user communities
- Understand methods to encourage and manage customer and user feedback
- Promote a service-oriented mindset
- Use different approaches to service delivery
- Capture and handle "moments of truth" with customers and users
- How the "Service Desk" practice contributes to user engagement

Module 8: How to realize and validate service value?

- Understand methods to measure service usage, customer and user experience, and satisfaction
- Understand methods to monitor and track service value (outcomes, risks, costs, and resources)
- Understand different types of reports on service results and performance
- Understand charging mechanisms
- Evaluate the realization of service value
- Prepare to assess and improve the customer journey
- How the "Portfolio Management" practice contributes to realizing service value

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Lab / Exercises

- Practical team work exercises

Documentation

- Accredited courseware
- Official "ITIL® 4 Drive Stakeholder Value" publication

Exam

This course prepares to the exam:

- ITIL® 4 Specialist - Drive Stakeholder Value

- This accredited course is mandatory to enable full understanding of the core material

Participant profiles

- Current and aspiring IT service managers
- Practitioners responsible for client and supplier relationships
- Professionals involved in managing user experience
- Holders of an ITIL® certification seeking to advance

Prerequisites

- To be [ITIL® v4 Foundation](#) certified

Objectives

- Design and improve customer journeys
- Analyze markets and identify key stakeholders
- Develop and manage stakeholder relationships
- Shape demand and define service offerings
- Negotiate and align service expectations
- Onboard and support users throughout their lifecycle
- Promote continuous value co-creation
- Measure and validate service value

Description

ITIL® 4 Specialist training - Drive Stakeholder Value

Niveau

Intermédiaire

Classroom Registration Price (CHF)

2950

Virtual Classroom Registration Price (CHF)

2800

Duration (in Days)

3

Reference

ITIL4-03