ITILR 4 Specialist Drive Stakeholder Value Course

Overview

ITIL® 4 Foundation Certificate: You should have successfully completed the ITIL 4 Foundation examination and possess a good understanding of the ITIL framework.

Basic understanding of IT service management (ITSM): Familiarity with core concepts of ITSM and how services are delivered within an IT organization.

Experience in IT service delivery: Although not mandatory, having practical experience in delivering IT services will help you relate the concepts to real-world scenarios.

Willingness to learn and adapt: A proactive attitude towards learning and the ability to adapt to new processes and methodologies.

Effective communication skills: As the course covers topics related to team culture and positive communication, it's beneficial to have basic interpersonal and communication skills

Objectives

IT practitioners focused on service management and improvement.

➢ IT Service Managers

➢ IT Directors

➢ IT Consultants

➢ IT Audit Managers

➢ IT Project Managers

➢ Operations Managers

➢ Quality Analysts

➢ Process Owners

➢ Service Desk Managers

➢ DevOps Team Members

➢ IT Architects

➢ Software Developers

➢ IT Support Staff

➢ Data Analysts

➢ Business Managers responsible for IT services

➢ Professionals aiming to learn about advanced ITIL practices

➢ Individuals seeking ITIL Managing Professional (MP) status

➢ Anyone involved in the design, delivery, and support of IT-enabled services

Training Content

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