



REAL WORLD
TECHNOLOGY TRAINING & SOLUTIONS
"Training You Can Really Use"

ITIL® Specialist: Drive Stakeholder Value (DSV)

Duration: 3 Days

Method: Instructor-Led Training (ILT) | Live Online Training

Certification: *ITIL 4 Specialist: DSV and/or ITIL 4 Managing Professional* — **Exam:** *Drive Stakeholder Value (ITIL-DSV)*

NOTE: To achieve the ITIL 4 Managing Professional certification, candidates must pass all of the 4 Specialist and Strategist exams.

Course Description

This course covers all types of engagement and interaction between a service provider and their customers, users, suppliers and partners. It focuses on the conversion of demand into value via IT-enabled services. The course covers key topics like Service Level-Agreement (SLA) design, multi-supplier management, relationship management, customer and user experience (CX and UX) design, customer journey mapping, and more. It will provide participants with the tools necessary to increase stakeholder satisfaction which is integral to business success in the current competitive landscape. The course is based on the ITIL v4 best practices featured in the latest 2019 guidelines.

Target Audience

This course is intended for:

- Software Engineers/Developers
- Systems Engineers
- Service Delivery Managers
- DevOps Managers/Specialists
- Solution Architects
- Infrastructure Engineers
- IT Service Management (ITSM) Professionals
- Release and Deployment Managers
- Practitioners who are:
 - Responsible for managing and integrating stakeholders
 - Focused on customer journey and experience
 - Responsible for fostering relationships with partners and suppliers.



Prerequisites

To attend this course, candidates must have:

- *ITIL 4 Foundation certificate.*

Exam Details

Exam Code:	• ITIL DSV
Length of Exam:	• 90 Minutes
Number of Questions:	• 40
Passing Score:	• 70%
Question Format:	• Multiple Choice

Course Objectives

Upon successful completion of this course, attendees will be able to:

- Ensure high satisfaction levels.
- Use human-centred design when designing services.
- Use customer experience (CX) and user experience (UX) design to optimize the customer experience.
- Use communication to influence stakeholders and encourage collaboration and transparency.

Course Topics

Module 1: Customer Journey

- Purpose of the Module
- Purpose of Mastering the Customer Journey
- Touchpoints 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



Course Topics *Continued*

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 On a Service

Module 6: Customer Journey Step 5 – Onboard

- Purpose of the Module
- Purpose of Onboarding and Offboarding
- ITIL Management Practices
- Module Topics
- 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 the Module
- Purpose of Service Provision and Consumption
- Module Topics
- Service Mindset
- Ongoing Service Interactions
- Nurturing User Communities

Module 8: Customer Journey Step 7 – Realize

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

ACTIVITIES INCLUDED