



## ITIL® 4 Specialist: Drive Stakeholder Value

Gestão de Serviços TI

Com certificação

- **Nível:**
  - **Duração:** 24h
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### Sobre o curso

This course provides those IT leaders, practitioners and support staff who already hold the ITIL 4 foundation qualification with an understanding of all types of engagement and interactions between a service provider and their customers, users, suppliers and partners, including key CX, UX and journey mapping concepts.

The course is based on the ITIL 4 best practice service value system featured in the latest guidelines.

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.
- covers key topics such as SLA design, multi-supplier management, communication, relationship management, CX and UX design, customer journey mapping, and more.
- provides candidates with the tools to increase stakeholder satisfaction which is integral to business success in the current competitive landscape.

### About the exam

- The exam is closed book with forty (40) multiple-choice questions. The pass grade is 70% (28 out of 40 questions).
- The exam lasts 90 minutes. Candidates taking the exam in a language that is not their native or working language may be awarded 25% extra time, i.e. 113 minutes in total.

### The course includes the certification exam and a second exam opportunity!

- If the result of the first exam is not successful, the trainee has a second opportunity for certification:
- Valid for trainees who do not pass the first exam, that is, it will not be valid for no-shows;
- It must be done within a maximum period of 6 months after the first exam;

- It will be done online, through Remote Proctoring, so the trainee can do it from home or from the office;
  - The trainee receives directly in the email that he / she used to register his / her first exam, all information and instructions on how to book this second exam. This process will be the trainee's responsibility, with Rumos having no intervention in the process of scheduling the second exam;
  - It is personal and non-transferable and associated individually with each trainee.
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## Destinatários

- Individuals continuing their journey in service management
  - ITSM managers and aspiring ITSM managers
  - ITSM practitioners who are responsible for managing and integrating stakeholders, focus on the customer journey and experience, and/or are responsible for fostering relationships with partners and supplier
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## Pré-requisitos

Candidates must hold the ITIL 4 foundation certificate

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## Programa

The course will help students to:

- Understand how customer journeys are designed
- Know how to target markets and stakeholders
- Know how to foster stakeholder relationships
- Know how to shape demand and define service offerings
- Know how to align expectations and agree details of services
- Know how to onboard and offboard customers and users
- Know how to act together to ensure continual value co-creation (service consumption / provisioning)
- Know how to realise and validate service value
- **Understand how customer journeys are designed**
  - Understand the concept of the customer journey
  - Understand the ways of designing and improving customer journeys
- **Know how to target markets and stakeholders**
  - Understand the characteristics of markets
  - Understand marketing activities and techniques
  - Know how to describe customer needs and internal and external factors that affect these

- Know how to identify service providers and explain their value propositions
- **Know how to foster stakeholder relationships**
  - Understand the concepts mutual readiness and maturity
  - Understand the different supplier and partner relationship types, and how these are managed
  - Know how to develop customer relationships
  - Know how to analyse customer needs
  - Know how to use communication and collaboration activities and techniques
  - Know how the relationship management practice can be applied to enable and contribute to fostering relationships
  - Know how the supplier management practice can be applied to enable and contribute to supplier and partner relationships management
- **Know how to shape demand and define service offerings**
  - Understand methods for designing digital service experiences based on value driven, data driven and user centred service design
  - Understand approaches for selling and obtaining service offerings
  - Know how to capture, influence and manage demand and opportunities
  - Know how to collect, specify and prioritise requirements from a diverse range of stakeholders
  - Know how the business analysis practice can be applied to enable and contribute to requirement management and service design
- **Know how to align expectations and agree details of services**
  - Know how to plan for value co-creation
  - Know how to negotiate and agree service utility, warranty and experience
  - Know how the service level management practice can be applied to enable and contribute to service expectation management
- **Know how to onboard and offboard customers and users**
  - Understand key transition, onboarding and offboarding activities
  - Understand the ways of relating with users and fostering user relationships
  - Understand how users are authorized and entitled to services
  - Understand different approaches to mutual elevation of customer, user and service provider capabilities
  - Know how to prepare onboarding and offboarding plans
  - Know how to develop user engagement and delivery channels
  - Know how the Service Catalogue management practice can be applied to enable and contribute to offering user services
  - Know how the Service Desk practice can be applied to enable and contribute to user engagement
- **Know how to act together to ensure continual value co-creation**
  - Understand how users can request services
  - Understand methods for triaging of user requests
  - Understand the concept of user communities
  - Understand methods for encouraging and managing customer and user feedback

- Know how to foster a service mindset (attitude, behaviour and culture)
- Know how to use different approaches to provision of user services
- Know how to seize and deal with customer and user 'moments of truth'
- Know how the Service request management practice can be applied to enable and contribute to service usage

- **Know how to realise and validate service value**

- Understand methods for measuring service usage and customer and user experience and satisfaction
- Understand methods to track and monitor service value (outcome, risk, cost and resources)
- Understand different types of reporting of service outcome and performance
- Understand charging mechanisms
- Know how to assess service value realization
- Know how to prepare to evaluate and improve the customer journey
- Know how the Portfolio management practice can be applied to enable and contribute to service value realisation