PURPLE GRIFFON
The IT Service Management Training & Consultancy Specialists

Course Title: Experience Level Agreement (XLA®) Foundation Online	
Exam: Included	**Exam Type**: Proctored Exam
Qualification: Experience Level Agreement (XLA®) Foundation Certificate	

Course Syllabus

Our Experience Level Agreement (XLA®) Foundation online training course syllabus will cover the following:

Section 1: Introduction to Experience Management and XLA®.

1.1. What is Experience Level Agreement (XLA®) Foundation?
1.2. Why is Experience Level Agreement (XLA®) Foundation important?
1.3. XLA® value drivers.

Section 2: The Experience Management Journey.

2.1. The 5 D's:

- Define.
- Discover.
- Dream.
- Design.
- Deliver.

Section 3: Define.

3.1. Scope.
3.2. Commitments.
3.3. Purpose.
3.4. Positioning.
3.5. BHAG.

Section 4: Discover.

4.1. Experience.
4.2. Collaboration.
4.3. Business impact.

Section 5: Dream.

5.1. Ambition per organisation.
5.2. Ambition per service.
5.3. Gap analysis.
5.4. Roadmap.

Section 6: Design.

6.1. Experience.
6.2. Method.
6.3. Collaboration.
6.4. XLA®.
6.5. Experience Management Office (XMO).

Section 7: Deliver.

7.1. Taskforce.
7.2. Governance.
7.3. Tooling.
7.4. Reporting.

Course Overview

Experience Level Agreements (XLAs) are a framework used by organisations to measure and improve the overall experience of end-users or customers, going beyond traditional Service Level Agreements (SLAs). While SLAs focus on technical performance metrics like uptime or response times, XLAs concentrate on how services impact the user's experience, satisfaction, and engagement. These agreements emphasise the quality of the experience from the user's perspective, aligning IT services with business outcomes and human-centered metrics such as user satisfaction, productivity, and emotional response. XLAs aim to create a more holistic approach to service management by focusing on the end result: delivering a positive, seamless experience for users.

Course Learning Outcomes

Our Experience Level Agreement (XLA®) Foundation online training course will teach you the purpose, principles, value and best practices of Experience Management (XM) and Experience Level Agreement (XLA®).

Our Experience Level Agreement (XLA®) Foundation online training course will teach you to be proficient in the following:

- Understand and recall the purpose of Experience Level Agreement (XLA®).
- Understand and recall why Experience Level Agreement (XLA®) is important.
- Understand and recall what the XLA® value drivers are.
- Understand and recall the five D's, their purpose and how to utilise them within the experience management journey.

Audience

Our Experience Level Agreement (XLA®) Foundation online training course will benefit several individuals and organisations. Including but not limited to:

- Service Delivery Professionals.
- Customer Experience (CX) Professionals.
- Employee Experience (EX) Specialists.
- Quality Assurance and Performance Management Teams.
- Business Leaders and Executives.
- Consultants and Advisors.
- Entrepreneurs and Start-ups.

- Anyone involved in managing or improving service delivery, customer experiences, or employee experiences within an organisation stands to benefit from our Experience Level Agreement(XLA®) Foundation training course.

Entry-Level Requirements

There are no entry-level requirements for our Experience Level Agreement (XLA®) Foundation online training course.

Recommended Reading

There is no recommended reading for our Experience Level Agreement (XLA®) Foundation online training course.

What's Included

Our Experience Level Agreement (XLA®) Foundation online training course includes the following:

- Interactive Lessons With Audio
- 180 Days Access To The Online Training Portal
- Quizzes

Exam Information

Experience Level Agreement Foundation (XLA®) Examination:

- Duration: 60 minutes
- Format: Online
- Questions: 40
- Question type: Multiple choice
- Open/closed book: Open
- Passing grade: 80% (32 of 40)

What's Next

You may enjoy our three-day ITIL® 4 Foundation training course.

Our three-day ITIL® 4 Foundation training course is the starting point in your ITIL® 4 certification journey and is the prerequisite for the ITIL® 4 Managing Professional (MP) and ITIL® 4 Strategic Leader (SL) training courses. Our ITIL® 4 Foundation training course is the starting point for the ITIL4 training pathway.

Additional Information

Our Experience Level Agreement (XLA®) Foundation online training course offers several benefits to individuals and organisations. Including but not limited to:

- **Improved Customer Satisfaction:** By understanding and implementing Experience Level Agreement (XLA®) Foundation principles, organisations can deliver better experiences to their customers, leading to increased satisfaction and loyalty.
- **Enhanced Employee Engagement**: Experience Level Agreement (XLA®) Foundation training can empower employees with the tools and knowledge to prioritise user experiences.

- **Data-Driven Decision Making**: Experience Level Agreement (XLA®) Foundation training equip professionals with the skills to collect, analyse, and interpret data related to user experiences, enabling informed decision-making and continuous improvement initiatives.
- **Competitive Differentiation**: Organisations that prioritise user experiences through Experience Level Agreement (XLA®) Foundation training can differentiate themselves from competitors, leading to increased market share and revenue growth.
- **Increased Operational Efficiency**: By setting clear expectations and targets for user experiences, our Experience Level Agreement (XLA®) Foundation training course can help streamline processes, reduce inefficiencies, and optimise resource allocation within organisations.
- **Risk Mitigation**: Experience Level Agreement (XLA®) Foundation methodologies enable organisations to proactively identify and address potential issues or gaps in user experiences.
- **Adaptability and Innovation**: Experience Level Agreement (XLA®) Foundation training fosters a culture of continuous improvement and innovation within organisations, encouraging experimentation, creativity, and agility in response to evolving customer needs.
- **Long-Term Business Success**: Ultimately, Experience Level Agreement (XLA®) Foundation training contributes to long-term business success by driving customer loyalty, employee satisfaction, and organisational effectiveness, resulting in sustained growth and profitability over time.