PURPLE GRIFFON
The IT Service Management Training & Consultancy Specialists

Course Title: ITIL® 4 Specialist: Drive Stakeholder Value (DSV)	**Course Duration**: 3.0 Days
Exam: Included	**Exam Type**: Proctored Exam
Qualification: ITIL® 4 Specialist Drive Stakeholder Value (DSV) Certificate	

Course Syllabus

Our ITIL® 4 Specialist Drive Stakeholder Value (DSV) training course will cover the following topics:

1. Understand how customer journeys are designed

- 1.1 Understand the concept of the customer journey
- 1.2 Understand the ways of designing and improving customer journeys

2. Know how to target markets and stakeholders

- 2.1 Understand the characteristics of markets
- 2.2 Understand marketing activities and techniques
- 2.3 Know how to describe customer needs and internal and external factors that affect these
- 2.4 Know how to identify service providers and explain their value propositions

3. Know how to foster stakeholder relationships

- 3.1 Understand the concepts of mutual readiness and maturity
- 3.2 Understand the different supplier and partner relationship types, and how these are managed
- 3.3 Know how to develop customer relationships
- 3.4 Know how to analyse customer needs
- 3.5 Know how to use communication and collaboration activities and techniques
- 3.6 Know how the Relationship management practice can be applied to enable and contribute to fostering relationships
- 3.7 Know how the Supplier management practice can be applied to enable and contribute to supplier and partner relationships management

4. Know how to shape demand and define service offerings

4.1 Understand methods for designing digital service experiences based on value-driven, data-driven and user-centred service design
4.2 Understand approaches for selling and obtaining service offerings
4.3 Know how to capture, influence and manage demand and opportunities
4.4 Know how to collect, specify and prioritise requirements from a diverse range of stakeholders
4.5 Know how the Business Analysis practice can be applied to enable and contribute to requirement management and service design

5. Know how to align expectations and agree details of services

- 5.1 Know how to plan for value co-creation

- 5.2 Know how to negotiate and agree service utility, warranty and experience
- 5.3 Know how the Service Level management practice can be applied to enable and contribute to service expectation management

6. Know how to onboard and off-board customers and users

- 6.1 Understand key transition, on-boarding and off-boarding activities
- 6.2 Understand the ways of relating with users and fostering user relationships
- 6.3 Understand how users are authorised and entitled to services
- 6.4 Understand different approaches to mutual elevation of customer, user and service provider capabilities
- 6.5 Know how to prepare on-boarding and off-boarding plans
- 6.6 Know how to develop user engagement and delivery channels
- 6.7 Know how the Service Catalogue management practice can be applied to enable and contribute to offering user services
- 6.8 Know how the Service Desk practice can be applied to enable and contribute to user engagement

7. Know how to act together to ensure continual value co-creation (service consumption / provisioning)

- 7.1 Understand how users can request services
- 7.2 Understand methods for triaging of user requests
- 7.3 Understand the concept of user communities
- 7.4 Understand methods for encouraging and managing customer and user feedback
- 7.5 Know how to foster a service mindset (attitude, behaviour and culture)
- 7.6 Know how to use different approaches to provision of user services
- 7.7 Know how to seize and deal with customer and user ‘moments of truth’
- 7.8 Know how the Service Request management practice can be applied to enable and contribute to service usage

8. Know how to realise and validate service value

- 8.1 Understand methods for measuring service usage and customer and user experience and satisfaction
- 8.2 Understand methods to track and monitor service value (outcome, risk, cost and resources)
- 8.3 Understand different types of reporting of service outcome and performance
- 8.4 Understand charging mechanisms
- 8.5 Know how to validate service value
- 8.6 Know how to evaluate and improve the customer journey
- 8.7 Know how the Portfolio Management practice can be applied to enable and contribute to service value realisation

Course Overview

Our three-day ITIL® 4 Specialist Drive Stakeholder Value (DSV) training course covers all types of engagement and interaction between a service provider and their customers, users, suppliers and partners. It focuses on conversion of demand into value via IT-enabled services.

Our ITIL® 4 Specialist Drive Stakeholder Value (DSV) training course will provide you with the tools to increase stakeholder satisfaction by co-creating value which is integral to business success in the modern service economy.

Course Learning Outcomes

Our ITIL® 4 Specialist Drive Stakeholder Value (DSV) training course explains key topics such as SLA design, multi-supplier management, communication, relationship management, CX and UX design, customer journey mapping, and more. It will also

provide you with the tools to increase stakeholder satisfaction which is integral to business success in the current competitive landscape.

Audience

Our ITIL® 4 Specialist Drive Stakeholder Value (DSV) training course is suitable for:

- Business Relationship Manager
- Enterprise Architect
- Project Manager
- Supplier Relationship Manager
- UX/CX Designer
- Service Level Manager
- Customer Success Manager
- Scrum Master
- IT Solutions Manager
- Contract Manager
- Vendor Manager
- Demand Manager

Entry-Level Requirements

The ITIL® 4 Foundation certificate is the prerequisite for our ITIL® 4 Specialist Drive Stakeholder Value (DSV) training course.

Recommended Reading

It might be useful to revise your ITIL® 4 Foundation level materials again to reinforce your existing level of knowledge of ITIL® 4.

What's Included

Our ITIL® 4 Specialist Drive Stakeholder Value (DSV) training course includes the following materials:

- Pre-reading
- A Full Course Manual
- ITIL® 4 Official Core Guidance (eBook Format)
- Mock-Examination
- Exercises
- ITIL® 4 Specialist Drive Stakeholder Value (DSV) Exam Voucher

Exam Information

ITIL® 4 Specialist Drive Stakeholder Value (DSV) Examination:

The ITIL® 4 Specialist Drive Stakeholder Value (DSV) examination will comprise of:

- Duration: 90 minutes, closed book

- Number Of Questions: 40
- Marks: Each question is worth 1 mark. There are 40 marks available. There is no negative marking.
- Pass Mark: is 70% or higher – 28/40 marks or above

Read the PeopleCert Official Guidance for Windows Devices and MacOS Devices for a step-by-step guide on how to take your online proctored examination.

Your Identification Document (ID):

On the day of your exam, your Proctor will verify your ID. You are responsible for ensuring the ID used to register and take your exam is valid and acceptable. On your exam day, if you do not present valid and acceptable ID, or the First/Middle Name(s) and Last Name of your ID do not exactly match the name you used to register for your exam, you will not be allowed to test and will not be entitled to a refund. You will, however, be able to re-book your exam following the standard exam booking process. Your ID must:

- Be current and valid – ID containing dates that have expired are not allowed.
- Be an original, not a photocopy.
- Include a recognisable photo of you.
- Match the information you gave when you booked your online exam.
- Be a government-issued national/state/province identity card that is recognized by the country in which you are a citizen or permanent resident.
- Contain your Birthdate/Year.
- Contain your First/Middle Name(s) and Last Name in English (Latin) characters.

Please Note: Electronic IDs will not be accepted.

From 01 January 2023: All PeopleCert certifications will need to be renewed after three years. You can do this by retaking the examination before the renewal date, collecting professional development points via MyAXELOS or taking further certifications before the renewal date. If you make the decision to not renew your certification, you will not be removed from the Successful Candidate Register (SCR). You will remain on the Successful Candidate Register (SCR), however it will be flagged that your certification is not up to date.

What's Next

After our ITIL® 4 Specialist Drive Stakeholder Value (DSV) training course, you should consider taking the other ITIL® 4 modules:

- ITIL® 4 Specialist Create, Deliver & Support (CDS)
- ITIL® 4 Specialist High Velocity IT (HVIT)
- ITIL® 4 Strategist Direct Plan & Improve (DPI)
- ITIL® 4 Leader Digital & IT Strategy (DITS)
- ITIL® 4 Managing Professional (MP)
- ITIL® 4 Strategic Leader (SL)
- ITIL® 4 Specialist Acquiring & Managing Cloud Services (AMCS)
- ITIL® 4 Specialist Sustainability In Digital & IT (SDIT)
- ITIL® 4 Specialist Business Relationship Management (BRM)
- ITIL® 4 Specialist IT Asset Management (ITAM)

Additional Information

Our ITIL® 4 Specialist Drive Stakeholder Value (DSV) training course will provide you 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.