







E-Learning COURSE OUTLINE

ITIL® 4 Specialist Drive Stakeholder Value

-  High quality Content
-  Study Guides
-  Learning Videos
-  Practice Tests
-  Learning Support
-  Learn on any device





Syllabus

Lesson 01 - Course Introduction

Lesson 02 - Understand how customer journeys are designed

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

Lesson 03 - 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

Lesson 04 - Know how to foster stakeholder relationships

- Understand the concepts of 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 analyze 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 (the relationship management practice)
- Know how the supplier management practice can be applied to enable and contribute to supplier and partner relationships management

Lesson 05 - Know how to shape demand and define service offerings

- Understand methods for designing digital service experiences based on value-driven, data-driven, and user-centered 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 prioritize 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



Syllabus

Lesson 06 - Know how to align expectations and agree on the details of services

- Know how to plan for value co-creation
- Know how to negotiate and agree on the service utility, warranty, and experience
- Know how the service level management practice can be applied to enable and contribute to service expectation management

Lesson 07 - 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 catalog 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

Lesson 08 - Know how to act together to ensure continual value co-creation (service consumption / provisioning)

- Know how to foster a service mindset
- Understand how users can request services
- Know how to use different approaches to the provision of user services
- Know how to seize and deal with customer and user 'moments of truth'
- Understand methods for triaging of user requests
- Understand methods for encouraging and managing customer and user feedback
- Know how the service request management practice can be applied to enable and contribute to service usage



Syllabus

Lesson 09 - Know how to realize 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
- 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 realization

About SwissKnowledge

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MAKE SMATER AND BETTER INVESTMENT



People Development

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- Scrum Master Certified (SMC)
- Scrum Product Owner Certified (SPOC)
- Agile Master Certified (SAMC)
- Agile Scrum Master (ASM)

PROJECT MANAGEMENT

- Project Management Professional
- PMI Risk Management Professional
- PRINCE2 Foundation & Practitioner
- MSP Foundation & Practitioner
- CBAP

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- Six Sigma Green Belt (SSGB)
- Six Sigma Black Belt (SSBB)
- Lean Six Sigma Green Belt (LSSGB)
- Lean Six Sigma Black Belt (LSSBB)

IT SERVICE MANAGEMENT

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