

ITIL® 4 Specialist: Drive Stakeholder Value (DSV)



Online Course

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ITIL® 4 Specialist: Drive Stakeholder Value (DSV)

Course Modules

1.Introduction

- ITIL4 DSV and the Value Chain
- Drive Stakeholder Value – Introduction

2.Understanding characteristics of markets

- Understanding Markets
- Market Segmentation
- Characteristic-Based Market Segmentation
- Needs-Based Market Segmentation
- Identifying and Analysing Service Consumers

3.Understand Marketing Activities and Techniques

- Targeting Markets
- Value Propositions
- Marketplace and the Marketspace
- Personalising and Profiling
- Targeted Marketing
- AIDA Model
- Brand and Reputation
- Sustainability and the Triple Bottom Line
- Importance of Existing Customers



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4. Know How to Develop Customer Relationships

- Building of Trust and Relationships
- Understanding Service Provider Capabilities
- Understanding Customer Needs
- Understanding Value Drivers
- Value Drivers
- Example of a Value Driver Framework
- How Service, Services Interactions, Service Offerings, Products
- Assessing Mutual Readiness and Maturity
- Types of Maturity Assessment in the Engage Step
- Managing Suppliers and Partners
- Relationship Management: Service Integrator Activities
- Supplier Management Practice

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5. How to Collect, Specify and Prioritise Requirements

- Specifying and Managing Customer Requirements
- Roles and Responsibilities
- Managing Requirements
- Minimum Viable Product – MVP
- User Stories and Story Mapping
- MoSCoW Method
- Weighted Shortest Job First

6. Methods for Designing Digital Service Experiences

- Designing Service Offerings and User Experience
- Lean Thinking
- Agile Product and Service Development
- User-Centred Design and Service Design Thinking
- Service Blueprinting
- Design for Onboarding



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7.Undrstd Approaches for Selling & Obtaining Service Offerings

- Selling and Obtaining Service Offerings
- Pricing
- Internal Sales
- External Sales
- Business Analysis Management Practice

8.Know How to Negotiate and Agree Service Utility, Warranty

- From Service Consumer Needs to Agreement
- SLA Content and Structure
- Service Level Management Practice
- Negotiating & Agreeing Service Utility, Warranty, & Experience

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9. Understand the Ways of Relating with Users 7 Fostering User

- Relating to Users and Fostering Relationships
- Fostering Relationships with Corporate Users
- Fostering Relationships with Individual Service Consumers
- Providing User Engagement and Delivery Channels
- Seamless User Journey with Omnichannel Management
- EG. of Omnichannel Challenges That Have to be Considered
- Enabling Users for Services
- Offboarding Customers and Users
- Customer Offboarding
- User Offboarding
- Service Catalogue Management Practice
- Service Desk Management Practice

10. Understand How Users Can Request Services

- On-Going Service Interactions
- Service Requests
- Service Desk Interactions
- When Things go Wrong
- Moments of Truth
- Intelligent Disobedience
- Customer and User Feedback
- Challenges & Solutions for Continual Customer & User Feedback



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11. Understanding the Concept of User Communities

- Nurturing User Communities
- Super-Users
- Service requests

12. Understand Methods to Track and Monitor Service Value

- Tracking Value Realisation
- Tracking Performance, Output, and Outcome
- Tracking Experience and Satisfaction
- Tracking Service Usage
- Assessing and Reporting Value Realisation
- Evaluating Value Realisation and Improving Customer Journeys
- Evaluation and Verification
- Continual Improvement
- Tracking, Assessing, and Evaluating Outcomes

13. Understanding Charging Mechanisms

- Charging and Billing
- Portfolio Management
- Drive Stakeholder Value – Conclusion

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