

Contents

Foreword

Acknowledgements

About this guide

1 Introduction

2 Customer journeys

- 2.1 Co-creating service value through customer journeys
- 2.2 Designing and improving customer journeys

3 Step 1: Explore – understand markets and stakeholders

- 3.1 Customer needs and impacting factors
- 3.2 Identifying service providers and value propositions
- 3.3 Market characteristics
- 3.4 Marketing activities and techniques

4 Step 2: Engage – foster relationships

- 4.1 Communication and collaboration
- 4.2 Service relationship types
- 4.3 Customer relationships and engagement
- 4.4 Relationship management practice
- 4.5 Supplier management practice

5 Step 3: Offer – shape demand and service offerings

- 5.1 Managing demand and opportunities
- 5.2 Specifying and managing customer requirements
- 5.3 Designing digital services
- 5.4 Selling and obtaining services
- 5.5 Business analysis practice

6 Step 4: Agree – align expectations and agree service

- 6.1 Plan for value co-creation
- 6.2 Negotiate and agree service levels
- 6.3 Service level management practice

7 Step 5: Onboard – get on board or leave the journey

- 7.1 Planning onboarding
- 7.2 Fostering user relationships
- 7.3 User engagement and delivery channels
- 7.4 Enabling users for service
- 7.5 Elevating mutual capabilities
- 7.6 Offboarding
- 7.7 Service catalogue management practice
- 7.8 Service desk practice

8 Step 6: Co-create – provide and consume

- 8.1 A service mindset

- 8.2 Provisioning user services
- 8.3 Requesting services
- 8.4 Triaging requests
- 8.5 Customer and user feedback
- 8.6 User communities
- 8.7 Service request management practice

9 Step 7: Realize – capture value and improve

- 9.1 Realizing service value
- 9.2 Tracking service value
- 9.3 Assessing and reporting service value
- 9.4 Evaluating service value
- 9.5 Realizing value for the service provider
- 9.6 Portfolio management practice

10 Taking the DSV examination

- 10.1 Purpose of the ITIL 4 DSV qualification
- 10.2 Examination overview
- 10.3 Question type examples
- 10.4 Examination modalities

11 The ITIL 4 certification scheme

- 11.1 ITIL Foundation
- 11.2 ITIL Managing Professional stream
- 11.3 ITIL Strategic Leader stream
- 11.4 ITIL Master
- 11.5 ITIL and the T-shaped individual

12 ITIL 4: Drive Stakeholder Value syllabus

References

Further information