ITIL® Experience (Version 5) Training

Duration: **3 Day**

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Overview

Modern service management is no longer measured solely by technical performance.**ITIL® Experience** extends traditional ITIL practices by incorporating human experience, trust, and user perception into the design, delivery, and continual improvement of digital products and services.

This three-day course explores how the way users perceive, experience, and interact with services directly influences the value those services create. Traditional service management priorities such as performance, cost, and reliability are examined alongside human factors including emotion, behaviour, trust, and engagement.

Participants will learn how to integrate experience-focused thinking into strategy, product management, and service management practices. Through practical models and real-world discussions, learners will discover how to achieve measurable business outcomes while maintaining positive user experiences and preserving human-centred values.

The course also explains how **Artificial Intelligence (AI)**, **DevOps**, and **project management** practices integrate with ITIL to support sustainable value creation within modern digital organizations.

Prerequisites

Participants must hold one of the following certifications:

- ITIL® (Version 5) Foundation Certificate
- Any ITIL 4 certification

Who Should Attend

This course is intended for:

- Service management professionals who want to extend ITIL practices into experience management.
- Product managers, service owners, and digital leaders responsible for delivering business value.
- IT, operations, and digital transformation professionals adopting human-centred approaches.
- Organizations seeking to improve trust, stakeholder engagement, and perceived value across digital services.
- Professionals who want to place customer and employee experience at the centre of service management.

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What You Will Learn

Upon successful completion of this course, participants will be able to:

- Explain the core ITIL concepts from an experience management perspective.
- Describe how experience influences products, services, customer relationships, and service journeys.
- Explain how experience is measured, evaluated, and governed within service management.
- Apply experience management frameworks and continual improvement practices to enhance service outcomes.
- Explain how Artificial Intelligence, DevOps, and project management integrate with ITIL to support value creation.
- Identify organizational factors that influence stakeholder perception, trust, and overall service experience.

Outline

Module 1 - ITIL Foundation Review and Introduction to Experience

This module revisits the core ITIL concepts through the perspective of experience management. It examines how value, outcomes, cost, and risk are influenced by perception and trust, while explaining the evolution from traditional service management to experience-driven service management.

Module 2 - Experience Stakeholders and Organizational Tensions

Explores how organizations identify internal and external stakeholders, understand competing priorities, and balance operational efficiency, compliance, and human-centred decision-making. The influence of trust, emotions, and behavioural factors on stakeholder relationships is also examined.

Module 3 - Experience Across the Four Dimensions of ITIL

Applies the ITIL Four Dimensions to experience management by examining Organizations and People, Information and Technology, Partners and Suppliers, and Value Streams and Processes. The module highlights organizational culture, digital trust, shared accountability, and designing for both user perception and operational performance.

Module 4 - Experience Throughout the ITIL Product and Service Lifecycle

Explains how experience-focused thinking can be embedded into strategy development, portfolio management, product design, development, operational delivery, transition, and service retirement. Participants learn how to manage user perception throughout every stage of the lifecycle.

Module 5 - Measuring Experience: Evidence, Signals, and Service Quality

Focuses on measuring and managing experience using quantitative and qualitative information. Feedback mechanisms, sentiment analysis, behavioural indicators, and governance approaches are explored to balance performance, cost, and customer satisfaction.

Module 6 - Service Journeys: Relationships, Agreements, and Stakeholder Experience

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Examines end-to-end service journeys, identifying key touchpoints and critical moments that influence customer perception. The module also explores service relationships, service agreements, and the design of seamless cross-functional experiences.

Module 7 - Continual Experience Improvement

Explains how continual improvement practices can be integrated with experience management. Participants explore methods for prioritizing improvements based on stakeholder value, establishing learning cycles, and increasing organizational experience maturity.

Module 8 - Artificial Intelligence, Experience, and Governance

Explores the impact of Artificial Intelligence on service experience, including automation, trust, ethics, and human oversight. Governance approaches are examined to ensure accountability, transparency, and user-centred service delivery.

Module 9 - ITIL and Other Frameworks

Examines how ITIL integrates with DevOps, Agile, project management, and digital transformation frameworks to create a consistent and collaborative approach to delivering business value.

Exams and Assessments

This course includes an official certification examination.

- 40 multiple-choice questions
- 90-minute examination
- Open-book examination. Candidates may use the official **ITIL Experience** publication during the exam, including personal notes written within the publication. No other reference materials are permitted.
- Pass mark: **28 out of 40 (70%)**
- The examination is delivered online through **PeopleCert** and may be taken at the learner's convenience.