ITIL® Experience (Version 5)

Duration: 4 days | The exam voucher is included in the training's price.

COURSE DESCRIPTION

ITIL® Experience (Version 5) is one of the three core modules — alongside ITIL Product and ITIL Service — that lead to the ITIL Managing Professional (Version 5) designation (together with the universal ITIL Transformation module). Where earlier versions of ITIL treated customer and user experience as a topic woven across several practices, Version 5 elevates it to a standalone discipline with its own body of knowledge.

This course equips professionals to treat experience — user, customer, and employee — as a strategic capability rather than an afterthought. Participants learn to design, deliver, measure, and continually improve service experiences across the full digital product and service lifecycle, using value co-creation, service journeys, feedback and sentiment data, and responsible, transparent use of AI. The guiding idea: in modern digital environments, technology is judged not only by what it does, but by how it feels — and how it feels is manageable, measurable, and improvable.

This 4-day on-site format extends the standard delivery with additional applied workshop time, case studies, and a group capstone exercise, giving participants more opportunity to practice experience-design techniques on realistic scenarios before sitting the certification exam.

COURSE OBJECTIVE

By the end of this course, participants will be able to:

- Explain why ITIL (Version 5) treats experience as a distinct, strategic discipline rather than a by-product of service delivery.
- Apply human-centered and AI-aware design principles across the digital product and service lifecycle.
- Map and design service journeys and service interactions from the perspective of users, customers, and employees.
- Identify, capture, and interpret experience "signals" — feedback, sentiment, behavioral, and satisfaction data.
- Establish experience governance: ownership, metrics, targets, and accountability for experience outcomes.
- Diagnose experience gaps and design targeted improvements using the ITIL continual improvement model.
- Balance trust, perception, and measurable value when introducing automation and AI into service interactions.
- Integrate experience thinking with the other Managing Professional disciplines (Product, Service) and with the ITIL Value System.
- Prepare with confidence for the ITIL Experience (Version 5) certification exam.

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COURSE OUTLINE

Day 1 — Foundations of Experience in ITIL (Version 5)

- Recap: ITIL Value System, guiding principles, and the digital product and service lifecycle
- Why experience became a dedicated module: value co-creation, perception, trust, and engagement
- User experience (UX), customer experience (CX), and employee experience (EX): definitions and relationships
- Experience as a strategic capability: linking experience to adoption, loyalty, and business outcomes

Day 2 — Designing Service Journeys and Interactions

- Service journeys and service interactions across the lifecycle
- Human-centered design principles applied to digital products and services
- Designing for diverse users, accessibility, and inclusive experience
- Aligning experience design with value streams and the four dimensions of service management

Day 3 — Measuring, Governing, and Improving Experience

- Experience signals: feedback channels, sentiment analysis, satisfaction metrics, behavioral data
- Experience governance: roles, ownership, accountability, and reporting
- Applying the ITIL continual improvement model to experience gaps
- Responsible and transparent use of AI and automation in experience management
- Balancing efficiency (automation) against trust and perceived quality

Day 4 — Integration, Application, and Exam Preparation

- Integrating ITIL Experience with ITIL Product and ITIL Service disciplines
- Experience considerations within ITIL Transformation initiatives
- Full syllabus review and key-concept consolidation
- Exam format walkthrough, sample questions, and exam technique
- Certification exam (On-site with Proctor)

WHO SHOULD ATTEND:

- IT service managers, product managers, and customer experience (CX) leads
- UX/UI designers and design researchers working within IT or digital product teams
- Customer success, service desk, and support managers
- Business analysts and value stream leads
- Professionals pursuing the ITIL Managing Professional (Version 5) or ITIL Master (Version 5) designation
- Anyone responsible for adoption, satisfaction, or trust outcomes for digital products and services

PREREQUISITES:

- A valid ITIL Foundation (Version 5) certificate, or
- A valid ITIL 4 Foundation certificate (recognized as a prerequisite for Version 5 advanced modules)

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EXAMINATION

- Format: Open-book, multiple-choice
- Length: 40 questions / 90 minutes
- Pass mark: 70% (28/40)
- Outcome: ITIL Experience (Version 5) certificate — one of three core modules required (with ITIL Product, ITIL Service, and ITIL Transformation) for the ITIL Managing Professional (Version 5) designation

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