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Peoplecert ITIL-4-BRM Exam Syllabus Topics:

Topic	Details
Topic 1	Performance Measurement and Success Factors: This section of the exam measures the skills of a Business Relationship Manager and focuses on identifying appropriate metrics and key success factors to evaluate relationship effectiveness. Candidates will learn how to use these indicators to continuously improve relationship management practices and align them with the organization's strategic goals.
Topic 2	Strategic and Operational Stakeholder Engagement: This section of the exam measures the skills of a Business Relationship Manager and addresses how to ensure that stakeholders at every level understand and support the service strategy. It highlights the importance of engaging both strategic and operational stakeholders in co-creating value, aligning expectations, and working toward shared goals across the service value system.
Topic 3	Business Relationship Management Roles and Responsibilities: This section of the exam measures the skills of a Service Relationship Manager and focuses on identifying and defining the core responsibilities, skills, and knowledge areas required for successful business relationship management. Candidates will be expected to understand how this role contributes to connecting service providers with consumers and aligning IT services with business outcomes.
Topic 4	Capability Assessment Using the ITIL Maturity Model: This section of the exam measures the skills of a Service Relationship Manager and involves assessing the current maturity of the organization's relationship management capabilities. The focus is on applying the ITIL Maturity Model to identify gaps, guide improvements, and support long-term growth through structured capability development.
Topic 5	Relationship Models and Value Co-Creation: This section of the exam measures the skills of a Service Relationship Manager and covers how to develop and apply effective relationship models based on ITIL best practices. It focuses on fostering long-term collaboration between service providers and consumers to improve communication, transparency, and the overall customer experience in a structured and measurable way.

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Peoplecert ITIL 4 Specialist: Business Relationship Management Sample Questions (Q34-Q39):

NEW QUESTION # 34

Which business relationship activity is MOST LIKELY to need leadership competency?

- A. Following a business relationship model
- B. Reviewing and adjusting business relationship models
- C. Embedding business relationship models into service value streams
- D. Identifying stakeholders and relationship model

Answer: C

Explanation:

Embedding business relationship models into service value streams requires leadership competency to influence organizational change, secure buy-in, and guide teams through adoption.

NEW QUESTION # 35

Which is an example of 'Analysing the Voice of the customer'?

- A. Responding to a customer regarding their concerns about relationship management activities.
- B. Surveying customers about their opinions of a new software application
- C. Interpreting feedback from customers about a software application and prioritizing actions
- D. Performing regular reviews of 'Voice of the customer' activities

Answer: C

Explanation:

Analysing the Voice of the Customer involves reviewing and interpreting customer feedback to identify priorities and actions, which is exemplified by interpreting feedback and prioritizing actions.

NEW QUESTION # 36

Which is an example of 'Reviewing the VoC program'?

- A. Implementing improvements to a business relationship journey
- B. Surveying customers about their opinions of a new software application
- C. Interpreting feedback from customers about the performance of a service and prioritizing actions
- D. Performing regular reviews of 'Voice of the customer' activities

Answer: D

Explanation:

Reviewing the VoC program means conducting periodic evaluations of the overall Voice of the Customer activities to ensure the program remains effective and aligned with objectives.

NEW QUESTION # 37

An organization is observing the interactions they have with their customers when negotiating service targets. Which technique is this an example of?

- A. Voice of the customer
- B. Stakeholder analysis and mapping
- C. Gemba walk
- D. Value stream mapping

Answer: C

Explanation:

A Gemba walk involves directly observing work and interactions in the real environment such as customer negotiations to gain firsthand insights into processes.

NEW QUESTION # 38

Part of an organization's strategy is to use consumer feedback as part of the service quality measurement and reporting. The business relationship management (BRM) practice is an important component of that strategy, and an objective has been set to automate, as much as possible, the collection and analysis of feedback. Given this objective, what is the minimum target capability level the organization should set for this practice?

- A. Level 2
- B. Level 5
- C. Level 3
- D. Level 4

Answer: D

Explanation:

The objective to automate the collection and analysis of feedback aligns with Capability Level 4, where processes are quantitatively managed and supported by automated tooling.

NEW QUESTION # 39

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