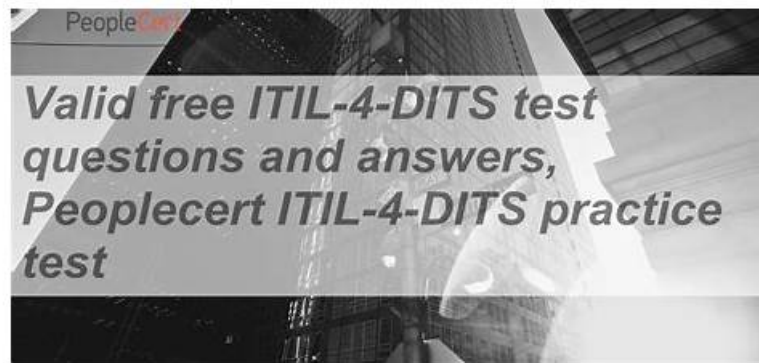


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Peoplecert ITIL-4-BRM Exam Syllabus Topics:

Topic	Details
Topic 1	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.
Topic 2	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 3	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 4	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 5	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.

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Peoplecert ITIL 4 Specialist: Business Relationship Management Sample Questions (Q17-Q22):

NEW QUESTION # 17

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

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

Answer: B

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 # 18

Which BEST describes the service relationship journey?

- **A. The steps a service consumer and a service provider undertake together to co-create value**
- B. The experience consumers have as a result of service interactions with a service provider
- C. The actions that a service provider undertakes to build a relationship with service consumers
- D. The actions that service consumers undertake to be able to use a provider's services

Answer: A

Explanation:

The service relationship journey encompasses the collaborative steps taken by both the service consumer and provider to co-create value through their interactions.

NEW QUESTION # 19

What technique is MOST appropriate to help a business relationship manager understand how a customer affects the business relationship journey?

- A. Business relationship models
- B. Voice of customer
- **C. Stakeholder analysis and mapping**
- D. Gemba walk

Answer: C

Explanation:

Stakeholder analysis and mapping helps the BRM identify and understand a customer's influence, interests, and impact on each stage of the relationship journey.

NEW QUESTION # 20

Which TWO statements about BRM and third-party services are CORRECT?

1. BRM does not focus on suppliers as they never interact directly with the organization's users
2. BRM ensures that, where appropriate, suppliers follow a service provider's BRM approach
3. BRM is not directly involved in and does not need to understand supplier services
4. BRM needs to understand dependencies on supplier services as they influence user experience

- A. 1 and 3
- **B. 2 and 4**
- C. 1 and 2
- D. 3 and 4

Answer: B

Explanation:

Statement 2 is correct because BRM ensures that suppliers align with the organization's relationship management approach when interacting with consumers.

Statement 4 is correct because understanding supplier dependencies is vital for BRM to manage and influence the overall user experience.

NEW QUESTION # 21

Which is an example of the 'Prepare the team' step of Gemba walks?

- A. A relationship manager asks another manager to join the Gemba walk for onboarding new customers
- **B. A business relationship manager informs staff of a future Gemba walk of the value stream for creating a new service**
- C. A relationship manager discusses the findings of a Gemba walk with other stakeholders
- D. A relationship manager records the findings of observing the negotiation of service targets

Answer: B

Explanation:

"Prepare the team" involves informing and readying participants for the upcoming Gemba walk; notifying staff about the future observation aligns with that preparatory activity.

NEW QUESTION # 22

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