

In my previous [article](#), I have looked at all that you need to know about the differences between ITIL V3 and ITIL 4. In this article, I will be looking at the nature of value in ITIL 4. Follow me as we are going to look at that together in this article.

Service Management is defined as a set of specialised organisational capabilities for enabling value to customers in form of service. Here, you are trying to ensure that customers get the desired value they paid for. You also create an avenue for customers to give you feedback on the services provided.

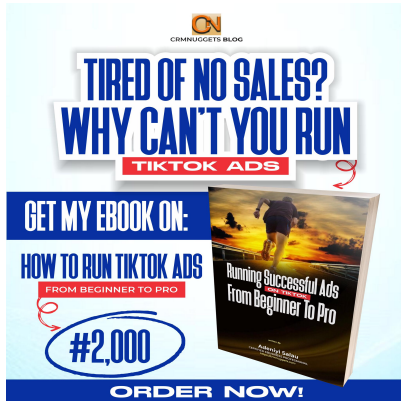
Before you can develop the specialised organisational capabilities that I have mentioned earlier, you need to understand three basic things. These are:

- The nature of value. this talks about the details of what will be of benefit to a particular group of customers. This at times has much to do with location and taste. What will be of benefit to people living on a Government Reserved Area might be seen as thrash to someone living in a slum.
- The nature and scope of the stakeholders involved. This has to do with how the final deliverables should look and what it should entail. This has to be considered so that one can know how to go about creating that products or services.
- How value creation is enabled through services, usefulness and importance of something. value can be seen as the perceived benefits of something. That tells us that what customer A sees as value or worthy product might likely be a worthless product to customer B. It also has to do with what that particular customer is looking for in a product or service.

PEOPLE ALSO READ: 3 Reasons Why Organisations Need Service Management

Powered by [Inline Related Posts](#)

Do you enjoy this article, add [Our Posts to your Reading List.](#)



Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

Please share your thoughts on the topic discussed. We would appreciate it if you could drop your comment. Thanks in anticipation.

WhatsApp: @[CRMNuggets Community](#)

Follow Us on Facebook: [CRMNuggets](#)

Follow on [X Platform](#)

Follow on TikTok @[crm-nuggets](#)

Telegram: [Join Here](#)

Sharing Is Caring. If you enjoy this article, help us share with others.



Related posts:

1. [Major Differences Between ITIL V3 And ITIL 4 \(+Examples\)](#)
2. [Service Management Data: Some Of The Qualities Of A Good Data](#)
3. [Service Offering In ITIL 4: How To Leave Customers With Choice](#)
4. [Service Offering In ITIL 4: Improving Service Delivery To Customers](#)