

The background of the slide is a grayscale photograph of a large group of people seated in an auditorium, attending a conference or event. The text is overlaid on a red rectangular area on the right side of the image.

Service Desk Standard

14th August 2018

13.00 Introduction, Tom West Robinson

13.30 Lisa McDonald

14.00 Cormac O'Brien

14.30 Break

14.45 Paige Smith

15.15 Lyssa Edwards

15.45 Questions & Close

Agenda

What you'll learn today:

- About the SDI Service Desk Standard
- An introduction to Service Desk Certification
- First hand accounts of service desks' experiences of aligning to the Standard and becoming certified
- How achieving certification has benefitted these organisations

What is the Service Desk Standard?

1. Created with the support of independent industry experts the Service Desk Standard is a criteria scheme for service desk and IT support.
2. It's comprehensive and robust measures of service capability and excellence are globally recognised.
3. The Standard is an open source road map for creating a world class service desk



What is the link between the Standard and Service Desk Certification?

The Service Desk Standard provides the underpinning maturity model and scoring criteria that Service Desk Certification is based on

Achieving Service Desk Certification verifies that you are following the Standard at the maturity level awarded

Our speakers have all followed the Standard in order to achieve Service Desk Certification

Why should a service desk work towards a Standard?

- Provides a structured approach to benchmarking
- Independent validation and opportunity for certification
- Demonstrates that your support operation is dedicated to best practice
- Driver of continual service improvement
- Skills development tool
- Complements ISO/IEC 20000



Service Desk Standard: 9 Concepts

1. Leadership 10%
2. Policy and Strategy 10%
3. People Management 10%
4. Resources 9%
5. Processes and Procedures 14%
6. Managing Employee Satisfaction 10%
7. Managing the Customer Experience 20%
8. Management Information and Performance Result 15%
9. Social Responsibility 2%

What is the SDC Programme?

- Certifies service desk maturity against the Service Desk Standard
- A three year programme with initial assessment, recommendations, service desk audit and final report
- Provides a clear and measurable set of benchmarks for a service desk operation
- Includes criteria not included in ITIL or ISO/IEC 20000
- Provides independent verification of service excellence
- Demonstrates a commitment to continual service improvement

Why Benchmark?

Evidencing the **quality** of your service capability

Demonstrating business **value** and return on investment

Galvanising teams to **collaborate** and engage to deliver common goals

Improving staff engagement and **morale**

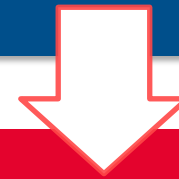


A driver for continual service **improvement**

Improving customer **perception**

Assessment

Group Interviews
Consensus Agreement



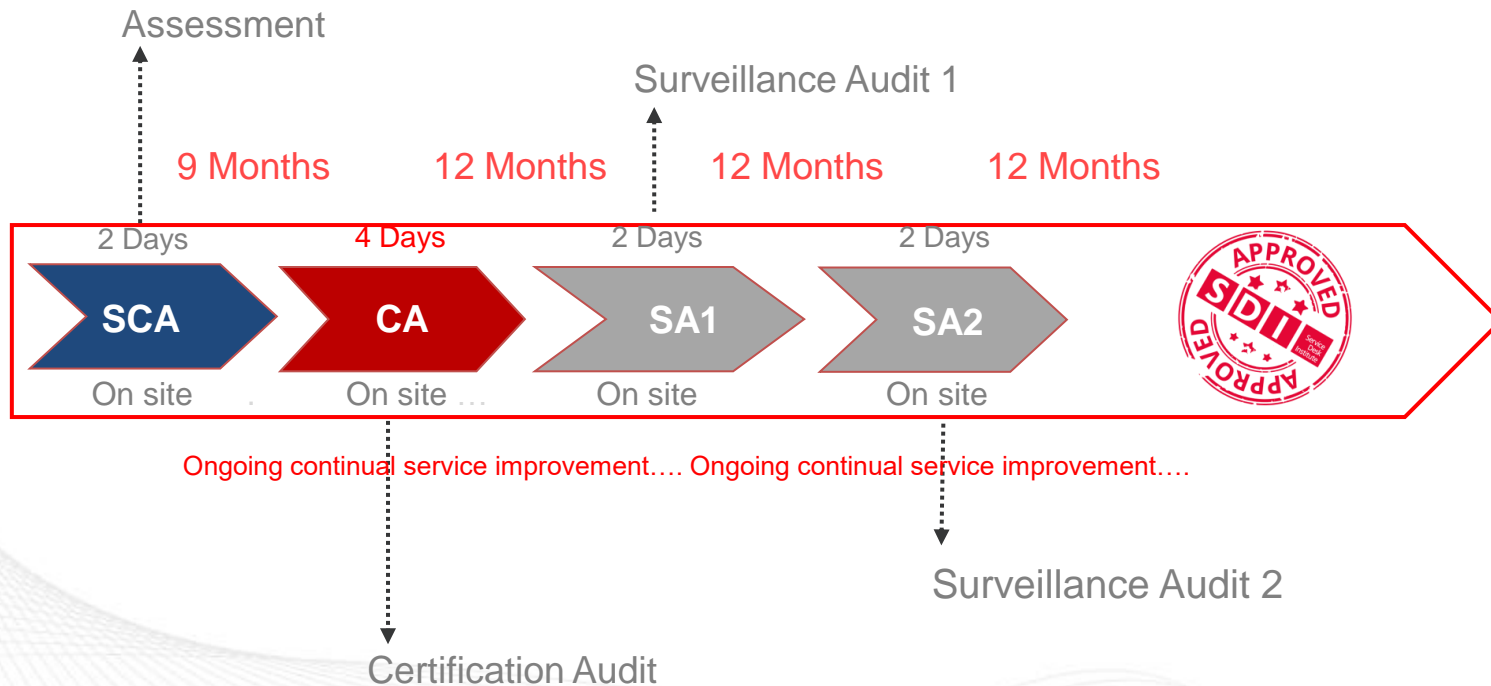
Certification Audit

Group + Individual Interviews
Objective Evidence



Surveillance Audit

Group + Individual Interviews
Objective Evidence + Improvement





1 Leadership
How all levels of management and other staff in team leadership roles define success, and continual improvement.

Service Desk Certification Score **4**

Overview
achieved a maximum score of 4.0 in the Leadership...
During the assessment audit, ...
pleasing to note further improvement against the standard...
There is a clear, defined leadership structure and ...
Data vision and mission, highlighting service cap...
The culture of strong leadership is evident...
management, with both the Head of Support...
exemplary role models.
The company is well placed to...
to this strategy.
In each customer satisfaction...
highly complimentary...
one of partnership...

Positives
Critical Success...
areas...
placed...

Concept Key
1 Leadership
4 Partnerships & Resources
7 Managing Customer Satisfaction

Individual Concepts - Weighted Results

Concept	Concept Name	Concept Weighting	Weighted Score	Concept Rating
1	Leadership	10%	3.22	4
2	Policy & Strategy	10%	2.93	0.4
3	Partnerships & Management	10%	3.7	0.322
4	Partnerships & Resources	10%	3.03	0.293
5	Processes & Procedures	9%	3.08	0.233
6	Managing People	14%	2.43	0.6242
7	Managing People Satisfaction	20%	3.06	0.308
8	Performance Results	15%	3.8	0.486
9	Social Responsibility	2%		0.459
				0.076

Weighted Score

Meatry

1 2 3 4

0 1 2 3 4 5 6 7 8 9

Service Desk Certification
Final Score **3.1**

Contributions, your service desk has achieved certification.

All scores shown are scored out of 4. Base certification requires a minimum of 2.9.

The Director/Chief Executive extends beyond...
Service desk staff work...
plans.
There is an open and transparent...
their own reports using the updated...
There is an 'add value by trust' mentality

3 People & Management
5 Managing People Satisfaction
9 Social Responsibility

Star Rating **★★★★★**

Service Desk Certification requires an overall score of 2.5 or above and individual

Reasons to Invest

Benchmarking, tools for **improved quality** of services

Highlight **service excellence** and gain industry recognition of your service commitment

To build **trust, confidence** and **credibility**

Helps with **marketing** the Service Desk internally and externally

Increased **transparency** to find areas of improvement and efficiencies

To provide a **measurable** set of benchmarks for your Service Desk operation



Improve customer **satisfaction** and **advocacy**



Improved **attrition** and **motivated** people saving cost of hiring

To **measure** and improve service **effectiveness** and maturity against the globally recognised Standard

To demonstrate to your customers and competitors that our support operation is truly **dedicated** to **best practice**

A **differentiator** supporting new business wins

Opportunity to evaluate the end to end service **lifecycle** across the support chain to drive **value**

Protection from managed service outsourcing decisions. **Proving** the **capability** fits the long term businesses needs

Benchmarking, tools for **improved quality** of services.

Highlight **service excellence** and gain industry recognition of your service commitment

To build **trust, confidence** and **credibility**

Marketing the Service Desk internally and externally.

Increased **transparency** to find areas of improvement and efficiencies.

To provide a clear and **measurable** set of benchmarks for your Service Desk operation



Make the right priorities to improve customer **satisfaction** and **advocacy**.



Improved **attrition** and **motivated** people saving cost of hiring

To **measure** and improve service **effectiveness** and maturity against the globally recognised Certification standards

To demonstrate to your customers and competitors that our support operation is truly **dedicated** to **best practice**

A **differentiator** supporting new business wins

Opportunity to evaluate the end the end service **lifecycle** across the support chain to drive further **value**

Protection from managed service outsourcing decisions. **Proving** the **capability** fits the long term businesses needs



Our Customers



www.servicedeskintstitute.com

What Next?

1. Download a copy of the **SDC Handbook** via the 'handouts' section in your control panel
2. **Visit the website**, go to the Service Desk Certification section using the top menu for more case studies and resources
3. **Call us on 016899 889100** and talk to our SDC advisor James about how you can start your Certification journey
4. **Don't forget to take the feedback survey!** It will pop up after the webinar ends

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Thank You

We hope to see you
again soon