

# ***Service Desk Certification*** **(SDC)**

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*The Global ITSM industry accreditation programme based on the latest Global Best Practices. Specifically designed to certify service desk quality.*

# Service Desk Certification (SDC)

SDI's Service Desk Certification (SDC) programme is an internationally established service desk accreditation and improvement programme.

To achieve Certification, the maturity level of your service and support operation is benchmarked against the latest 'Global Best Practice Standard for Service Desk' (Best Practice Standard).

First introduced in 2000 and updated by global ITSM experts every few years, the Best Practice Standard provides a set of best practice criteria within 9 concept areas to define, control, measure and continually improve IT service operations.

An overall maturity level of 'Proactive' or above must be achieved for Certification and a star rating to be awarded.

## Maturity Level Star Rating

Reactive

Proactive



Customer-led



Business-led



World Class



# Why do organisations join the SDC programme?



Independent validation of service excellence and quality, from the Global Professional Institution that is SDI.



Provides alignment to best practice amongst departments even beyond the service desk



Demonstrates service desk value and return on investment to rest of business



A driver for continual service improvement, team skills development and motivation



Improve Customer and Employee Experience



Compliments ITIL and ISO 2000

# SDI's Service Desk Certification Accreditation gives global recognition of outstanding service delivery

## Steps to becoming Certified

The SDC programme comprises **three key parts**:



### Service Desk Assessment

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A two day evaluation of the service, no evidence required.



### Certification Audit

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### Surveillance Audits

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## Service Desk Assessment

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A two day initial evaluation of the service desk which will produce a **detailed and personalised improvement report**. By following the steps outlined in this report, an organisation is able to quickly identify key strengths and weaknesses in its support structure and the specific areas on which to focus attention, so that it can make the most meaningful improvements prior to the Certification Audit.

Due to popular demand, this two day Assessment can be bought as a stand alone service which SDI can deliver independently from the rest of the Certification programme.

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A two day evaluation of the service, no evidence required.



### Certification Audit

A full review of an entire service desk operation.



### Surveillance Audits

## Certification Audit

Organisations have 9 months from the two day Assessment to utilise their tailored evaluation report and adopt the practices and suggestions provided to them, in order to prepare for a good Certification audit outcome.

The Certification Audit is a full review of an entire service desk operation using interviews, desk-side observations and a review of service level metrics.

Evidence based material is required prior to the Certification Audit to confirm the service desk conforms to the Best Practice Standard.

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## Steps to becoming Certified

The SDC programme comprises **three key parts**:



### Service Desk Assessment

A two day evaluation of the service desk.



### Certification Audit

A full review of an entire service desk operation.



### Surveillance Audits

An annual Surveillance Audit to continually improve and retain Certification status.

## Surveillance Audits

In order to ensure continued and sustainable service excellence and 'Certified' status, organisations will have an annual Surveillance Audit to remain in the programme, so long as their score remains high enough to remain Certified.

A new evolving service improvement road map will be provided after each Surveillance Audit, usually to target specific areas of delivery, and to make the most beneficial impact on the business. Support is also outlined on how to improve your star rating and move towards 5 star 'World Class' status, which only a limited number of organisations have achieved.

# SDC Benefits



SDC can bring **a wide range of benefits** to any IT service and support operation. Here are a handful of reasons why organisations join the SDC programme:

- 1** Receiving honest and **objective feedback** from customers, staff and your auditor enables you to prioritise and **target resources** to deliver the most **efficient and successful service**.
- 2** SDC helps to **prove the value of the service desk** to the wider business and customers while **demonstrating dedication** to best practice.
- 3** Promotes a culture of **business and goal-focused** continual improvement amongst the service desk and wider teams.
- 4** Serves as **a differentiator** for your organisation and provides positive PR and publicity opportunities.
- 5** **Improve efficiencies, raise the quality of service** and benefit the people you support.
- 6** **Improve communication** on all levels alongside customer engagement.
- 7** **Increases trust** between IT support and other departments.
- 8** **Increase team morale** and promote an **engaged and motivated workforce**.

# Countries with organisations who have benefitted from the SDC programme

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England



India



Sweden



USA



Argentina



Mexico



Ecuador



Columbia



Denmark



Scotland



Wales



Philippines



Romania



UAE



Peru

# What value can SDC bring to my organisation?

Don't just take our word for it... IT leaders and directors from a number of different industries have witnessed first hand the value of Service Desk Certification. Here's what some recent IT service professionals have said about being part of the SDC programme:

## **Better engagement with our staff and customers.**

– David Gordon, Informatics Merseyside

## **Team morale and employee satisfaction has improved.**

– Alex Allen, Leeds Beckett University

## **Better working relationships with stakeholders.**

– Cameron Hopkins, DVLA

## **It found even more areas where we can keep improving.**

– Paige Smith, Air IT

## **100%**

said the SDC programme enabled them to **better articulate and promote the value of their service desk.**

## **77%**

saw **improvement in reporting capabilities** since first engaging in the SDC programme.

## **78%**

said that as a result of Certification, they have **experienced improved trust, confidence, and credibility** in their service capability.

## **100%**

said the SDC report they received **provided valuable information** to enable them on their improvement journey.

# Let's Talk!

Discover the power of service excellence with the Service Desk Institute!

Don't hesitate, reach out to us today & experience the difference that comes with working with SDI!



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