



Welcome

Service Desk Standard Event

We hope you have a nice day!

SDI Team



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What you'll learn today:

- About the SDI Service Desk Standard and the benefits of aligning to it
- An introduction to Service Desk Certification
- First hand accounts of service desk's experiences of aligning to the Standard and becoming certified
- How achieving certification has benefitted other 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





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**

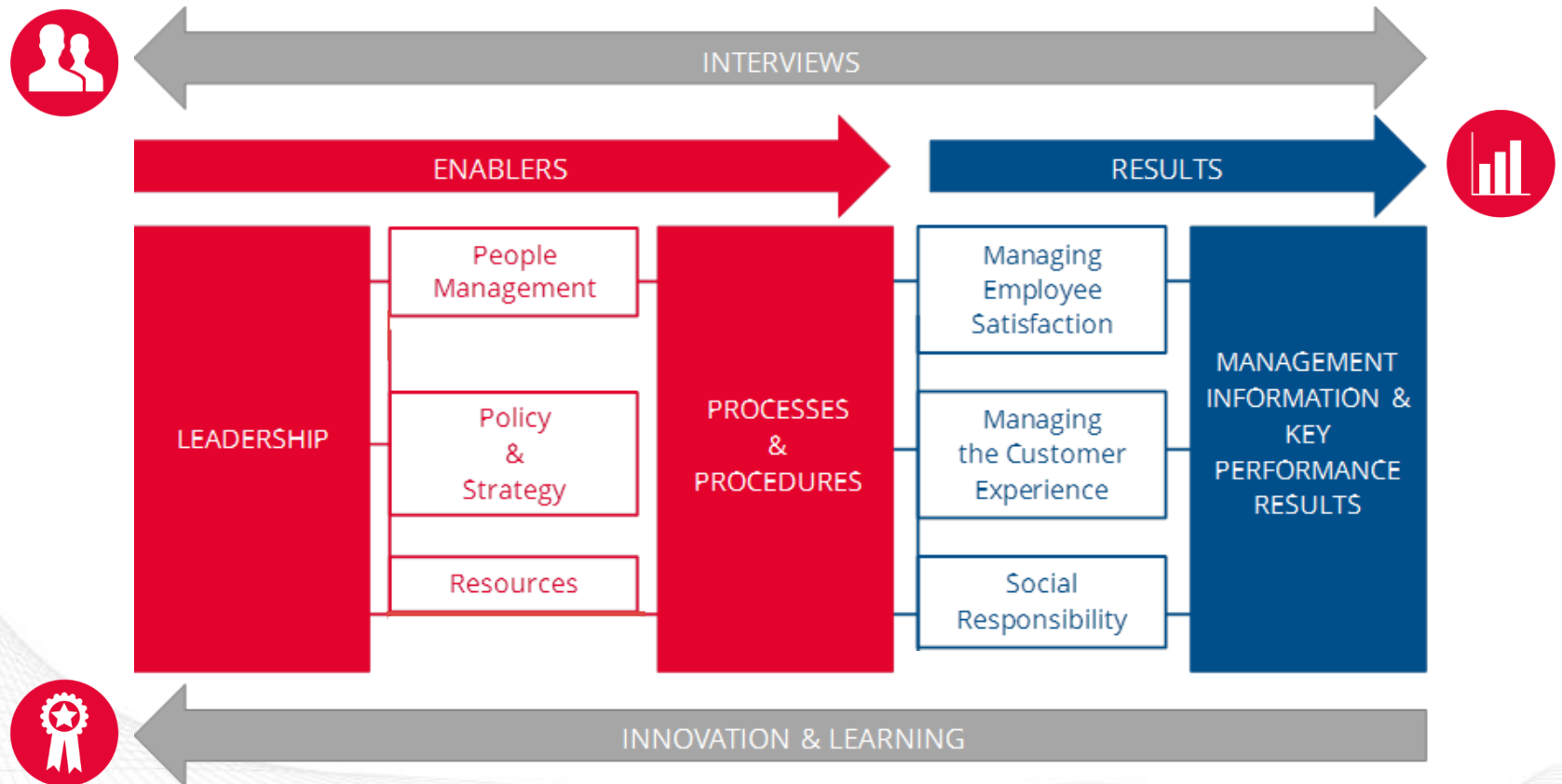
Improving customer
perception



Service Desk Standard: 9 Concepts

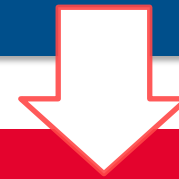
1. Leadership 10%
2. Policy and Strategy 10%
3. People Management 10%
4. Resources 9%
5. Processes and Procedures 14%
6. Managing Employee Satisfaction 10%
7. Managing the Customer Experience 20%
8. Management Information and Performance Result 15%
9. Social Responsibility 2%

The EFQM Model



Assessment

Group Interviews
Consensus Agreement



Certification Audit

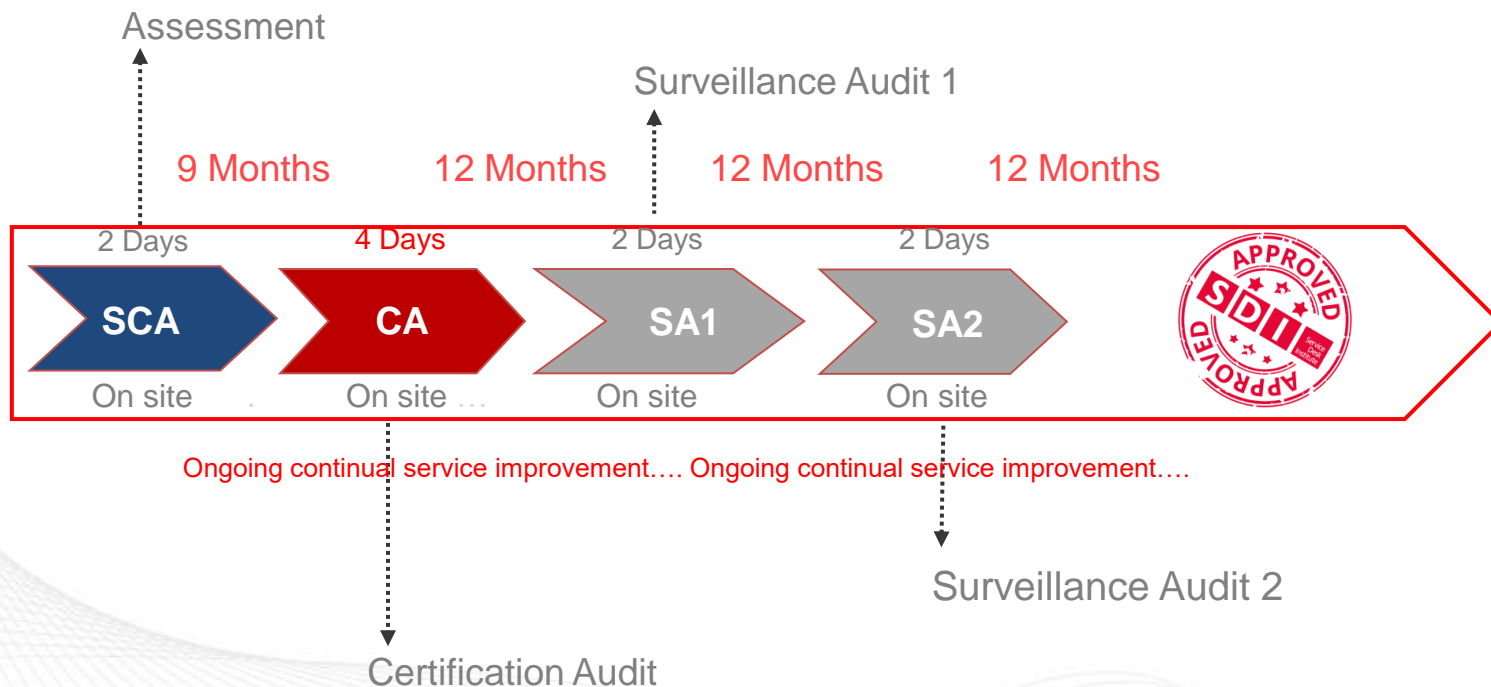
Group + Individual Interviews
Objective Evidence



Surveillance Audit

Group + Individual Interviews
Objective Evidence + Improvement

Programme Timescales





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

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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.

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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



HILL DICKINSON



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What Next?

1. Come to our stand and grab a copy of our Service Desk Certification Essential Handbook.
2. Talk to James about how to take the first steps towards your certification story
3. Speak to our event partner Sunrise about how their software can help you with reporting
4. Talk to our speakers about any questions you may have, or find one of the SDI colleagues in the red shirt.