IT SERVICE & SUPPORT AWARDS 2019

HOW TO ENTER
HANDBOOK

HOSTED BY

SDI Service Desk Institute

ABOUT THE IT SERVICE & SUPPORT AWARDS

In their 24th year, the prestigious IT Service & Support Awards are the most coveted awards in the IT service and support industry. The awards recognise, promote and acclaim excellence, professionalism, innovation and the outstanding achievements of people and teams for the contribution that they make to the success of their business. Entering for an SDI award is your opportunity to become one of the shining stars of the industry.

Are you innovative and creative and do you have a passion for providing exceptional IT service and support? Have you achieved something outstanding? Would you relish the opportunity to celebrate your outstanding achievements and raise your team's profile within the industry? Then make sure you share your success with the rest of the industry by entering for an award!

HERE'S HOW TO ENTER IN 5 EASY STEPS:

1. Decide which category to enter using this brochure.

2. Following our submission criteria put together your entry telling us what makes you or your team stand out from the crowd. Get everyone involved as a rewarding team building exercise.

3. Upload your entry to the awards portal www.servicedeskinstitute.com/awards

4. Submit your entry fee online £95 + VAT for non-members for the team awards.

5. We'll notify you two weeks after the closing date to let you know if you've been shortlisted for the judging day.

ENTRY CLOSING DATE: 19 OCT 2018

KEY DATES FOR YOUR DIARY

Winners will be announced on 26 March 2019 at the IT Service & Support Awards gala dinner at the Hilton Metropole in Birmingham, England.

Entry Closing Date: 19 October 2018

Shortlisted Notified: 2 November 2018

Judging Day: 16 November 2018

Finalists Notified: 30 November 2018

Judges Visits To Finalists:
(Best Service Desk & MSP Awards only)

Best Service Desk
Tuesday 8 - Thursday 10 January 2019

Best Managed Service Provider
Tuesday 15 - Thursday 17 January 2019

BEST SERVICE DESK AWARD 2019

About The Award

There is no better way to demonstrate the impact and difference that your team makes to the organisation you support than entering for the Best Service Desk awards.

There will be three Best Service Desk awards awards and these are for IT service and support teams serving small to medium businesses (SMBs), small to medium enterprises (SMEs) or large enterprise organisations.

The service desks entering for this award will be supporting internal customers to achieve their business goals; whether it's for a small number of specialists or for many thousands of customers in a wide geographical area.

Managed service operations supporting external customers should look to enter the Best Managed Service Provider award.

What The Judges Look For

The judges are looking for you to demonstrate that your team understands every facet of delivering excellent IT service and support. Your submission should clearly reflect how your team works together in providing a fantastic service and illustrate the vital role you play in ensuring organisational objectives and visions are met.

Entries for these awards will be placed in one of three categories according to your organisation's turnover:

SMB (Small, Medium Business)*
Less than £10 million
SME (Small Medium Enterprise)*
£10 – 49 million
Large Enterprise*
£50 million +

*Source OECD Glossary of Statistical Terms

BEST SERVICE DESK 2019

Entry Submission Criteria

When preparing your subsmission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers. Each question will be scored out of 20 points.

You will also need to complete a set of supplementary questions which you can find **here**. Please submit these at the same time as uploading your entry.

Section 1 – Strategy	Word limit
Share your organistion's vision and mission and service desk mission and vision	200
What have you put in place at the service service desk to support your organisation's business strategy and IT strategy?	300
How do you measure if your service desk is meeting the needs of your oganisation today?	300
Section 2 – Customer Engagement	
Describe your customer experience programme and how you measure its effectiveness	250
How do you capture compliments and complaints and how do you feed back responses to customer feedback?	200
Section 3 – Team Engagement	
Describe your people engagment programme and how you measure its effectiveness	250
How do you give your team access to training, coaching and development opportunities and how is this time planned into daily working patterns to ensure it takes place?	200
How do you recognise and develop talent within your teams?	150
Describe how you support your team's emotional health and wellbeing	100
Describe your service desk's diversity and inclusion practices	100
How do you plan to develop your team's skills over the next three years as automation and AI become more commonplace?	200
Section 4 – CSI	
Please rate the level of maturity of CSI at your service desk (based on the CMMI maturity model where 1 = Initial, 2 = Repeatable, 3 = Defined, 4 = Managed, 5 = Optimized	
Give an example of a CSI initiative. Please include the reason for initiative and the impact it has had on the business and on your customers.	300
Section 5 – Performance	
How do you plan to meet the needs of your organisation in two years' time?	300

BEST SERVICE DESK 2019

Section 6 - Technology and Innovation	
Give an example of how you have used technology to improve your team or the customer experience and add value to your organisation	250
When was the last time you, or a member of your team, attended an industry event or conference, what was it and what was the business value of attending?	100
Describe your technology roadmap and how you plan to innovate and adapt over the next three years	200
Does your service desk have any external or internal awards, ISOs or other certifications?	Please List

SHORTLISTED ENTRIES & JUDGING DAY

Three specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted entrants will be notified within two weeks of the entry closing date and invited to the judging day where at least two representatives from your service desk will be expected to attend. On the judging day, you will be required to give a 20 minute presentation on why you deserve to win this award, followed by a 20 minute Q&A session with the judging panel.

The three judges will decide which of the shortlisted entrants will make it through to the final.

JUDGES VISITS

In order to award a winner in each category, judges will visit each finalist at their offices to meet and observe the service desk in action for 1-2 hours. This helps the judges to substantiate the evidence presented in the submission and on the judging day.

HOW TO PAY

The fee to enter this award is £95 + VAT, although SDI members can submit their entry free of charge as part of their membership benefits. Payments can be made online at

www.servicedeskinstitute.com/awards
An invoice can be requested online with a PO Number

THE WINNING TEAMS EACH RECEIVE £500 CASH PRIZE

BEST MANAGED SERVICE PROVIDER 2019

About The Award

There is no better way to showcase the impact that your enterprise managed service team makes to the organisations you support than by entering for the Managed Service Provider award.

These awards are open to all managed IT service and support teams (MSPs) that help external customers to achieve their business goals, whether it's for a small number of specialists or for many thousands of customers in a wide geographical area.

There will be two categories for this award: Small Enterprise MSPs with a turnover less than £25 million and Medium-Large MSPs with a turnover of £25 million or more

What The Judges Look For

The judges are looking for you to demonstrate that your team understands the importance of every facet of delivering excellent IT service and support in a managed service provider environment.

Your submission should clearly reflect how your service desk team works together in providing a fantastic service for your customers and will illustrate the vital role you play in ensuring your customers' organisational objectives and visions are met.

BEST MANAGED SERVICE PROVIDER 2019

Entry Submission Criteria

When preparing your subsmission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers. Each question will be scored out of 20 points

You will also need to complete a set of supplementary questions which you can find **here**. Please submit these at the same time as uploading your entry.

Section 1 – Mission and Vision	Word Limit
Explain how you measure if the service desk is successfully supporting your vision and mission	100
Section 2 – Customer and Service	
Explain what customer experience means to you	200
Describe what managed services you offer and how you continue to meet the evolving needs of your customers	200
Explain how you ensure the services you provide meet the needs of your customer's organisations and how they derive business value from those services	200
How do you ensure that your staff intimately understand the organisations they support? And how do you bring customer brands to life?	200
Give two examples of how you have improved the productivity, capability or cost effectiveness of a customer organisation	100 for each example
What is your approach to business relationship management?	200
Explain how you turn solutions and capability into service	200
Section 3 – People	
Explain your approach to recruitment	200
What is your service desk staff external attrition rate?	% of attrition
Explain how you protect the high level of service you provide to your customer organisations from negativley impactful operational change (i.e. staff changes, attrition, loss of knowledge)	200
What staff career development planning do you have in place?	200
Explain your approach to staff skills development	200
Explain how you ensure your staff have the right skills to support your customers	200
How much do you invest in external staff training annually per person?	£ per person

BEST MANAGED SERVICE PROVIDER 2019

Section 4 – Process	Word Limit
Explain what practices you have in place to manage process governance, process adherence and quality assurance	200
Explain your approach to knowledge management	200
Explain your approach to transitioning new services	200
Explain your approach to on boarding new customers	200
Explain your approach to managing risk	200
Section 5 – Technology and Innovation	
Explain your technology road map	200
Explain your service innovation road map	200
Section 5 – CSI	
Explain your approach continual service improvement and how is customer experience feedback used to support continual service improvement	300
Section 6 – Performance	
What metrics do you measure to evaluate your performance as a managed service provider?	150
Explain your approach to service reporting and service transparency	150
Section 7 – Security and Data Protection	
How do you safeguard your customers from cyber security threats?	200
Explain your approach to adhering to data protection legislation	200

SHORTLISTED ENTRIES & JUDGING DAY

Three specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted entrants will be notified within two weeks of the entry closing date and invited to the judging day where at least two representatives from your service desk will be expected to attend. On the judging day, you will be required to give a 20 minute presentation on why you deserve to win this award, followed by a 20 minute Q&A session with the judging panel.

The three judges will decide which of the shortlisted entrants will make it through to the final. The judges will visit the three finalists in each category between 15-17 January 2019.

JUDGES VISITS

In order to award a winner in each category, judges will visit each finalist at their offices to meet and observe your service desk teams in action for 1-2 hours. This helps the judges to substantiate the evidence presented in the submission and on the judging day.

HOW TO PAY

The fee to enter this award is £95 + VAT although SDI members can submit their entry free of charge as part of their membership benefits. Payments can be made online at

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THE WINNING TEAMS EACH RECEIVE £500 CASH PRIZE

SERVICE DESK ANALYST OF THE YEAR 2019

About The Award

Success as a service desk or support analyst requires a unique blend of attributes, skills and knowledge with a service attitude that puts the customer at the heart of everything they do. The highest performing analysts are innovative, passionate and tireless customer service champions, striving to constantly improve.

This award is open to service desk or support analysts with a passion for customer service excellence who demonstrate outstanding achievement and commitment in helping their team, IT and the organisation achieve their goals.

What The Judges Look For

The judges are looking for a service desk or support analyst who, through their quality and professionalism, stands out in their organisation as a high performer.

Entrants will need to show a passion for delivering a brilliant customer experience with a focus on quality, a commitment to teamwork and a drive for continual personal improvement.

SERVICE DESK ANALYST OF THE YEAR 2019

Entry Submission Criteria

When preparing your submission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers. Each question will be scored out of 20 points

You will also need to complete a set of supplementary questions which you can find **here**. Please submit these at the same time as uploading your entry.

Section 1 – Provide and Insight into the Nominee	200
What attribute makes this nominee particularly unique?	
Section 2 – Why the nominee deserves to win the award	250
Explain the compelling story of improvement or achievement	
How has the nominee been creative or innovative in their approach?	
If the nominee has overcome adverse and demanding conditions, please explain how	
Section 3 – Professionalism and living the values of the organisation	500
How do they embody the values of the organisation?	
Explain how they are honest, fair and open to new ideas and other perspectives	
Demonstrate how they cooperate and work collaboratively	
How committed are they to their own learning and development?	
Section 4 – Achieving Objectives	500
Give an example of a tactical or operational objective the nominee has delivered in the past 18 months	
How did the objective contribute to a specific service desk goal?	
Was the objective planned and managed through to completion?	
Were any obstacles overcome?	
Explain how the nominee was creative or innovative in their approach	
Section 5 – Customer Engagement	300
Describe how the nominee has had a positive impact on the customer experience	
Explain how the nominee is respected by customers	
Describe how the nominee has initiated ideas to improve customer satisfaction	
Demonstrate how there been measurable improvement in customer satisfaction as a result of the idea	
Show how the nominee is creative or innovative in their approach	

SERVICE DESK ANALYST OF THE YEAR 2019

Section 6 – Service Improvement	300
Describe how the nominee has contributed to service improvements	
How have they identified and implemented improvements to processes or procedures that have led to increased efficiency or effectiveness?	
Show how the nominee has contributed to developing the capabilities of the team	
How has the nominee contributed to wider IT service improvements?	
Explain how the nominee had a positive impact on team morale	
Demonstrate how the nominee is creative or innovative in their approach	
Section 7 – Technology and Innovation	300
Summarise the nominee's measurable success	
Show how personal KPIs or performance targets are consistently met and if there has been significant improvement toward target	
Show how the nominee's performance having a significant impact on team KPIs or performance targets	
Explain whether customer satisfaction targets being consistently met or if there been significant improvement toward target	
Have other business related targets and objectives being met or has there been significant progress towards achieving them?	
Section 8 – Evidence	
Have other business related targets and objectives being met or has there been significant progress towards achieving them?	

SHORTLISTED ENTRIES & JUDGING DAY

Three specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted entrants will be notified within two weeks of the entry closing date and invited to the judging day where the nominee will be expected to attend. They can be supported by a manager or colleague. On the judging day, the nominee will be required to give a 20 minute presentation on why they deserve to win this award, followed by a 20 minute Q&A session with the judging panel.

The three judges will decide which of the shortlisted entrants will make it through to the final.

HOW TO PAY

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THE WINNER WILL RECEIVE A £250 CASH PRIZE

SERVICE DESK MANAGER OF THE YEAR 2019

About The Award

Service desk leadership is about doing the things that drive action, get results, and improve performance. It is the ability to influence and motivate others, and create an environment that encourages personal accountability, responsible decision making, and a commitment to the continual improvement in support of the organisation's objectives.

This award is open to the manager or team leader of an IT service operation who, through their embodiment of the organisation's values, inspires others to achieve great things. They will have enabled the achievement of measured and sustainable growth or improved performance through real staff empowerment, true customer engagement, and collaboration by promoting the value of IT within their organisation.

What The Judges Look For

The judges are looking for a team leader or IT support manager who can demonstrate that they have inspired and motivated a team to consistently meet or exceed challenging objectives in order to improve quality of support and the customer experience.

Entrants will need to show that they have engaged with the business to identify and deliver improvements in line with business needs, promoted collaboration and cooperation across the IT organisation, and delivered measurable success.

SERVICE DESK MANAGER OF THE YEAR 2019

Entry Submission Criteria

When preparing your subsmission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers. Each question will be scored out of 20 points

You will also need to complete a set of supplementary questions which you can find **here**. Please submit these at the same time as uploading your entry.

Section 1 – Provide an Insight into the Nominee	200
Does this nominee have a stated management style or philosophy?	
Has the nominee developed a style that capitalises on their attributes?	
Section 2 – Success Profile (Why the nominee deserves to win the award)	500
Is there a compelling story of improvement or achievement?	
How has the nominee been creative or innovative in their approach?	
Has the nominee overcome adverse and demanding conditions?	
Section 3 – Leadership	500
Explain how the nominee engages and motivates the team in support of the strategic vision for the service desk	
Is there a strategic vision for the service desk?	
Is it clearly communicated and is there buy-in from the team?	
Are the team involved in generating ideas and decision making?	
Has the nominee been creative or innovative in their approach?	
Is there evidence to support the explanation?	
Section 4 – Professionalism	500
Describe how the nominee demonstrates professionalism in their role and embodies the values of the organisation	
Do they embody the values of the organisation?	
Are they honest, fair and open to new ideas and other perspectives?	
Do they cooperate and work collaboratively?	
Are they committed to their own learning and development?	
Section 5 – Planning and Control	500
Give an example of how a strategic or tactical objective has been delivered by the nominee in the past 18 months	
Was the objective strategic or tactical rather than operational?	
Was it planned and managed through to completion?	
Were any obstacles overcome?	
Was there a focus on quality, cost and timescales?	
Was the nominee creative or innovative in their approach?	

SERVICE DESK MANAGER OF THE YEAR 2019

Section 6 – Customer Engagement	300
Describe how the nominee has had a positive impact on the customer experience	
Is there a strategy for customer engagement?	
Is customer input into service desk initiatives solicited and used?	
Is the nominee respected by customers?	
Has there been measurable improvement in customer satisfaction?	
Is the nominee creative or innovative in their approach?	
Section 7 – Staff Satisfaction	300
Describe how the nominee has had a positive impact on team development and staff satisfaction	
Has the nominee implemented initiatives to develop the capabilities of the team?	
Is the nominee engaged in developing individuals?	
Is the nominee respected by the team?	
Has there been measurable improvement in staff satisfaction?	
Is the nominee creative or innovative in their approach?	
Section 8 – Results	250
Summarise the nominee's measurable success	
Are quality targets being consistently met or has there been significant improvement toward target?	
Are team KPIs or performance targets being consistently met or has there been significant improvement toward target?	
Are staff satisfaction targets being consistently met or has there been significant improvement toward target?	
Are customer satisfaction targets being consistently met or has there been significant improvement toward target?	
Are other business related targets and objectives being met or has there been significant progress towards achieving them?	
Section 9 – Evidence	
Please submit any supporting evidence to demonstrate in more detail how you meet the criteria above	

SHORTLISTED ENTRIES & JUDGING DAY

Three specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted entrants will be notified within two weeks of the entry closing date and invited to the judging day where the nominee will be expected to attend. They can be supported by a manager or colleague. On the judging day, the nominee will be required to give a 20 minute presentation on why they deserve to win this award, followed by a 20 minute Q&A session with the judging panel.

The three judges will decide which of the shortlisted entrants will make it through to the final.

HOW TO PAY

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THE WINNER WILL RECEIVE A £250 CASH PRIZE

BEST AUTOMATION PROJECT 2019

About The Award

Until now IT support has typically been a reactive proposition and, with the complexities of delivering IT services combined with low value repetitive work, it is becoming very clear that the reactive approach is no longer meeting the needs of life in the 21st century.

Service automation, machine learning, predictive prevention and assisted self-service are catapulting IT service delivery into the fourth industrial revolution and enabling support teams to work in new ways, using new skills and developing techniques to meet the ever-changing needs of their organisations and customers.

From new support channels complimenting the traditional support channels, to the shift in support focus to innovating and automating, rather than firefighting, we continue to see more and more examples of service desks exploring and harnessing new capabilities such as robotic process automation, service bots, virtual assistants and event driven automation frameworks; all of which support the creation of proactive and predictive service operations.

This new award for 2019 has been introduced to recognise the shifting role of IT service and to give service desks the opportunity showcase the industry's best service automation projects and be recognised for their achievements in taking service forward into industry 4.0.

What The Judges Look For

The award will focus on the approach being taken to automating services, how this fits with the goals of the organisation, how technologies have been used to help them achieve their goals and the positive impact this has on efficiency and productivity. Judges will look at the success of the project from an employee and customer viewpoint.

BEST AUTOMATION PROJECT 2019

Entry Submission Criteria

When preparing your subsmission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers. Each question will be scored out of 20 points

You will also need to complete a set of supplementary questions which you can find **here**. Please submit these at the same time as uploading your entry.

Section 1 – Introduction	Word Limit
Organisation introduction and overview	100
Explain your approach to service automation and automating services	500
Explain your service automation CSI road map	
Explain how your automation framework works	
Section 2 – The Initiative Detail	500
How did you establish what to automate as part of the initiative and why?	
What were the goals, objectives and critical success factors of the initiative?	
Explain who in the organisation you collaborated with and how	
Explain what methodologies you used to define, control and deliver the initiative	
Explain what technologies you leveraged to design, implement and operationally manage the initiative in service operations	
Show a process flow before and after the initiative	
Section 3 – Outcome	500
Explain how well you met the initiative goals, objectives and critical success factors	
How has the initiative positively impacted on the organisation's efficiencies and productivity (provide the relative statistics of before and after)	
Give three examples of how the initiative has improved the productivity, capability, cost effectiveness and operational effectiveness of the organisation	
How did you measure the effectiveness of the automation initiative?	
What metrics did you measure to evaluate effectiveness of the automation initiative?	
Explain how the initiative has positively impacted on the customer experience (provide customer or user feedback where appropriate)	
Explain the lessons learned and how you will incorporate lessons learned in further service automation initiatives	

BEST AUTOMATION PROJECT 2019

Section 4 – People Related	300
What are your plans on retaining staff that may have been displaced through this initiative, or by further service automation initiatives?	
As a result of this or any other service automation initiatives, explain what staff re-skilling or re-training plans you have in place	
As a result of this initiative's outcome, how many staff exited the organisation?	
Section 5 – Staff Satisfaction	
Please submit any supporting evidence to demonstrate in more detail how you meet the criteria above	

SHORTLISTED ENTRIES & JUDGING DAY

Three specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted project entrants will be notified within two weeks of the entry closing date and invited to the judging day where at least two representatives from your company will be expected to attend. On the judging day, the representatives will be required to give a 20 minute presentation on why they deserve to win this award, followed by a 20 minute Q&A session with the judging panel.

The three judges will decide which of the shortlisted entrants will make it through to the final.

HOW TO PAY

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THE WINNING PROJECT TEAM WILL RECEIVE A £250 CASH PRIZE

BEST SERVICE DESK CX 2019

About The Award

We are pleased to announce a new service excellence category as part of the IT Service and Support Awards 2019. This award is open to IT service and support teams that deliver the highest levels of customer excellence and service to each and every customer.

A well-defined customer excellence strategy, considers all aspects of the customer needs and wants; the journey, accessibility, helpfulness, relationships, communication, resolutions and results. The customer excellence strategy should be intrinsically linked to continual service improvement.

What The Judges Look For

The judges are looking for you to demonstrate how your team delivers excellent customer service. Your submission should clearly reflect how your team works in conjunction with all teams involved in the support model to deliver customer excellence.

The judges will consider

· The extent to which customer excellence has been coherently and effectively delivered

· How the customer experience is measured across all aspects of the support mode

· What effect the delivery of customer excellence has on customers and the service organisation

· The impact your service organisation's strategy has on business performance overall

BEST SERVICE DESK CX 2019

Entry Submission Criteria

When preparing your subsmission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers. Each question will be scored out of 20 points

You will also need to complete a set of supplementary questions which you can find **here**. Please submit these at the same time as uploading your entry.

Section 1 - Introduction	150
Tell us about your service organisation	
Section 2 - Customer Experience	500
Explain what customer experience means to your service desk and your customers	
Explain how you ensure that customer experience means the same to the two groups	
How do you ensure your team has the right skills to deliver service excellence	
Section 3 - Customer Excellence Culture	500
Explain how you have engaged with your services team to define and build a service desk culture focused on customer excellence.	
Section 4 - Delivering Service Excellence	500
Describe how your service organisation actively engages with your customers to deliver customer excellence.	
What SLAs do you have with your customers that relate to customer experience or satisfaction	
Section 5 - The Impact	500
Provide examples of how you have delivered outcomes which have made a real difference to your customers.	
Section 6 - Business Value	500
Give an example of how delivering customer excellence has helped drive business value.	
Section 7 - Continual Service Improvement	500
Describe your plan to further improve customer excellence over the short, medium and long-term	
Section 8 - Evidence	
Please provide three customer case studies that support your submission	
Please submit any further supporting evidence to demonstrate in more detail how you meet the criteria above	

BEST SERVICE DESK CX 2019

SHORTLISTED ENTRIES & JUDGING DAY

Three specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted entrants will be notified within two weeks of the entry closing date and invited to the judging day where at least two representatives from your company will be expected to attend. On the judging day, the representatives will be required to give a 20 minute presentation on why they deserve to win this award, followed by a 20 minute Q&A session with the judging panel.

The three judges will decide which of the shortlisted entrants will make it through to the final.

HOW TO PAY

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THE WINNER WILL RECEIVE A £250 CASH PRIZE

BEST SERVICE IMPROVEMENT PROJECT AWARD 2019

About The Award

Every support organisation needs to constantly evolve to keep itself engaged with the business and to deliver value from the services it provides. Service improvement should be embedded in the ethos and DNA of every organisation that wants to succeed and remain relevant in the ever changing world of IT. This award will recognise commitment and passion for service improvement and the ability to truly benefit your customer's business.

This award is open to IT service and support teams that help internal or external customers to achieve their business goals; whether it's for a small number of specialists or for thousands of customers in a wide geographical area.

What The Judges Look For

The judges are looking for your team to demonstrate that you understand the current and future needs of your customers, and have taken significant actions to improve your services and systems, how they are delivered and the customer experience. Entrants will need to show that they understand their customer's business, its goals and objectives, and can clearly define the path taken from inception to completion that has delivered improvements in line with the business's needs.

BEST SERVICE IMPROVEMENT PROJECT AWARD 2019

Entry Submission Criteria

When preparing your submission, please answer each question and keep within the word limit. Supplementary information can be supplied to support your answers. Each question will be scored out of 20 points

You will also need to complete a set of supplementary questions which you can find **here**. Please submit these at the same time as uploading your entry.

Section 1 – Introduction	200
Tell us about your business and support organisation	
Section 2 – About the Service Improvement Project	500
How did you establish what the Service Improvement project was and why?	
How were these improvements identified and agreed?	
How did you align your strategy to that of the business and their objectives?	
What were the timescales involved for the planning, implementation and review?	
How was the communication managed both internally and externally to your support organisation?	
Section 3 – Success Measurements	500
What were the goals and objectives of the project	
What KPIs and CSFs were defined?	
How did you align your strategy to that of the business and their objectives?	
How were these discussed and agreed with the business?	
How did you record and manage the measurements?	
Section 4 – The Impact	500
Describe the positive effects of the project both expected and unexpected	
Describe the financial benefits realised as part of the improvement	
How has the improvement benefitted the culture of support and relationship within the business?	
How has this improvement enabled the business to improve the service they deliver to their customers?	
Section 5 – The Learning Experience	500
How has this improvement enabled the business to improve the service they deliver to their customers?	
What are the key lessons you learned?	
What one thing would you do differently if you had the chance?	
How are you going to sustain this improvement and approach new ones?	
Section 6 – Evidence	500
Please submit any supporting evidence to demonstrate in more detail how you meet the criteria above	

SHORTLISTED ENTRIES & JUDGING DAY

Three specialist industry judges will separately score each entry for this category based on your written entry submission. The submissions awarded the highest combined scores will be invited to the shortlist.

Successful shortlisted project entrants will be notified within two weeks of the entry closing date and invited to the judging day where at least two representatives from your company will be expected to attend. On the judging day, the representatives will be required to give a 20 minute presentation on why they deserve to win this award, followed by a 20 minute Q&A session with the judging panel.

The three judges will decide which of the shortlisted entrants will make it through to the final.

HOW TO PAY

The fee to enter this award is £95 + VAT although SDI members can submit their entry free of charge as part of their membership benefits. Payments can be made online at

www.servicedeskinstitute.com/awards

If you would prefer to be invoiced please contact awards@sdi-e.com and we will be delighted to arrange this for you.

THE WINNER WILL RECEIVE A £250 CASH PRIZE

TERMS & CONDITIONS OF ENTRY

1. Entry is open to every service desk and service desk professional working in the IT service and support industry in any country.

2. Winners of last year's awards are not eligible to enter for the same award category in 2019.

3. The cost to enter is £95.00 +VAT per submission however this amount can be used by the entrant to put towards purchasing a ticket for SDI's Conference or Awards in 2019. This fee applies only to submissions from companies and individuals who are not members of SDI.

Free awards entries are benefit of SDI membership.

4. The entry must be uploaded to the SDI Awards web portal by 5pm on Friday 19 October 2018. www.servicedeskinstitute.com/awards The supplementary questions must also be completed by the entrant for each award.

5. Shortlisted entrants for the team and individual awards, will be invited to a judging day taking place 16 November 2018 at De Vere Venues, Colmore Gate, Birmingham. Nominees or representatives from the nominated teams will be required to attend in person.

6. The winners will be announced at the IT Service and Support Awards ceremony on 26 March 2019 at The Hilton Metropole, Birmingham.

7. Entries to be submitted in English language only.

8. Entries will be judged by a panel of industry experts.

9. The judges' decision is final. No feedback or correspondence about the judges' decisions at any stage of the process will be entered into by any member of the judging panel or by SDI staff; details of the judging panel's discussions and meetings will not be disclosed; all entries will be treated as strictly confidential.

10. Award winners may state in advertising or in promotional material, or on their emails and social profiles, that they are winners of a 2019 award. They will be provided with a logo that includes the category and year in which they won. Please contact awards@sdi-e.com for a logo and promotional information.

11. The IT Service & Support Awards 2019 are not affiliated with any advertising programme. Winners are judged solely upon the merit of their submissions and performance in the judges' interviews and visits where applicable.

12. Materials submitted for the awards become the property of SDI and will not be returned.

13. Your entry should keep within the word limit for each section and, where possible, provide supporting evidence that demonstrates their level of service excellence.

14. Finalists may be required to participate in a facilitated question and answer panel at SDI's annual conference on 26 or 27 March 2019.

15. Finalists of the Best Service Desk awards will be required to submit a 'fun' video with a running time maximum of two minutes. These videos will be shown during the awards ceremony. PLEASE NOTE videos longer than two minutes will not be accepted.