



Our SDC Experience

Paige Smith

Service Delivery Manager



Who are we?

- MSP established in 2005
- Currently 52 employees
- 34 members of Service Delivery and Projects
- 148 Managed Support Clients – multiclient service desk



Why we chose to work towards SDI Standard

- Aligning our work to a best practice standard
- Embracing a standard that doesn't just look at processes and procedures
- Identifying clear and measurable benchmarks for our Service Delivery Department
- To invest in a programme that encourages employee satisfaction
- To deliver excellent customer service and overall customer experience

Our goal – 3 Stars



Our Assessment – 2.25 NOT certified

Observations

- Consider Implementing strategic plan for 2018 early.
- Document all operational management activity within a Service Desk operational plan
- Evaluate customer experience and implementing a customer experience programme
- Consider implementing a central CSI register to track all CSI initiatives
- Review all documentation for effectiveness and accuracy
- Consider launching a talent management programme
- Look to define services in a Service Catalogue



What does 1 star mean?

Reactive 1 star - Non Certified

- Initial development
- Minimal statistics and reporting
- Fire-fighting
- Unable to change or influence operations
- Tools not helping
- Lack of process definition
- High staff turnover
- Staff feel under-valued
- Low customer satisfaction
- Inconsistent service experience and perception of service
- Disengaged



The Plan

- Read Audit Assessment Report in depth... then read It again
- Create action plan of all initiatives needed before Audit
- Hold regular SDI meetings with your team to keep momentum and complete actions
- Implement changes across the Business with Management buy in
- Run a 'In-house Audit'
- Finalise Evidence





Our Improvements – CSI Register

AirIT + New Recent Calendar Chat with Support Tickets Search

Service Board List

Business: (View All) Department: (View All) Service Board: CSI Register On Call Duty Manager

Board SLA Dashboard

Ticket #	Priority	Age	Status	Schedule	Company	Summary Description	Resources	Total Hours	SLA Status	Contact	Subtype	Item	Last Update	Due Date
855056	High	250.8	Completed - Monitoring L...		Air-IT	CSI - Azure Migration	PSmith	1.00	Resolved	Sam Reed	MT approval requ...		Fri 20/07/2018 14:35 UTC+00	31/12/2017
1009710	Low	29.1	Completed - Monitoring L...		Air-IT	CSI - Breaks and Lunches Change		0.00	Resolved	Paige Smith	MT approval requ...		Wed 04/07/2018 10:09 UTC+01	
900660	High	163.9	Completed - Monitoring L...		Air-IT	CSI - Call & Ticket Quality Checks	PSmith	0.00	Resolved	Paige Smith			Wed 18/04/2018 14:59 UTC+00	
840919	High	272.9	Completed - Monitoring L...		Air-IT	CSI - Change Kudos		0.00	Resolved	Josh Turner	MT approval requ...		Wed 21/03/2018 14:33 UTC+00	01/10/2017
840972	High	272.8	Completed - Monitoring L...		Air-IT	CSI - Changing Log Me In		0.00	Resolved	Jamie Hissitt	MT approval requ...		Wed 21/03/2018 14:30 UTC+00	01/11/2017
844779	High	266.0	Completed - Monitoring L...		Air-IT	CSI - Complaints Process	PSmith	0.00	Resolved	Paige Smith	MT approval requ...		Wed 18/04/2018 14:54 UTC+00	
900665	High	163.9	Completed - Monitoring L...		Air-IT	CSI - ELS Project	PSmith	1.00	Resolved	Paige Smith	MT approval requ...		Thu 17/05/2018 16:09 UTC+00	
900661	High	163.9	Completed - Monitoring L...		Air-IT	CSI - Golden KPI Change (Aged Tickets)	PSmith	0.00	Resolved	Paige Smith			Wed 18/04/2018 14:55 UTC+00	
1008730	High	30.1	Completed - Monitoring L...		Air-IT	CSI - Implement Microsoft Teams		0.00	Resolved	Paige Smith	CAB approval req...		Tue 03/07/2018 10:22 UTC+01	
866344	High	230.8	Completed - Monitoring L...		Air-IT	CSI - Introduce Crewhu Prizes	PSmith	0.00	Resolved	Paige Smith	MT approval requ...		Wed 18/04/2018 14:52 UTC+00	
854122	High	252.1	In Progress		Air-IT	CSI - IT Glue Continuity Plan	PSmith, SR...	0.00		James Healey	MT approval requ...		Wed 18/04/2018 15:16 UTC+00	
1008740	High	30.1	In Progress		Air-IT	CSI - ITSM Simulation Day Improvement (K...		0.00		Paige Smith	CAB not required		Tue 03/07/2018 10:30 UTC+01	
854118	High	252.1	Completed - Monitoring L...		Air-IT	CSI - Major Incident Management Process	PSmith	0.00	Resolved	Paige Smith	MT approval requ...		Wed 18/04/2018 14:53 UTC+00	

- Continual Service Improvement Register within our PSA Tool
- Central point of reference for all improvement initiatives across the business











Our Improvements – Customer Experience

- Created 'You said, we did' campaign off the back of our bi-annual customer satisfaction survey
- Measure customer satisfaction results and trend towards target



Our Improvements – Customer Experience

- Reporting on Customer complaints, compliments and suggestions
- Reporting on results from event surveys to achieve our CSAT target
- Creating over arching Customer Experience Programme

 Adam Hollingsworth		- no comment -	Resolved
 Aiden Hardy		Aiden was very helpful dealing with my issue yesterday. Thank you.	Resolved
 Dan Hawksworth		- no comment -	Resolved
 Chris Moss		- no comment -	Resolved

CX KPIs Weekly Reporting

CX KPIs Weekly Reporting	Target	Actual
MS Customer Satisfaction	>= 80%	79%
PS Service Desk CSAT %	>= 96%	96%
PS Golden KPIs	>= 80%	92%
PS Complaints Raised	<= 5	2
AH Client Retention	>= 95%	95%
MS Employee Satisfaction	>= 80%	74%



Our Improvements – Employee Satisfaction

- We use gamification through the tool CrewHu
- This allows us to reward our team with ‘bucks’ they can spend on prizes when they received positive CSAT responses or ‘badges’ from colleagues
- SDI best practice suggested identifying the effects of informal reward and recognition and reviewing its impact
- Survey sent to entire business around CrewHu and improvements made off survey results

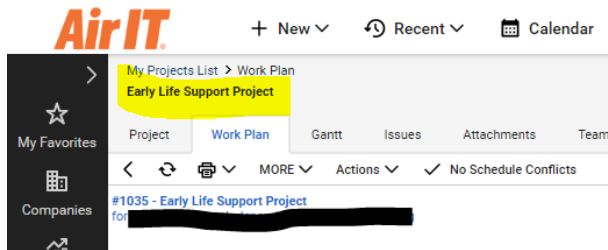
Prize Image	Description	Points
	Haribo Starlix	300 
	Dairy Milk Bar	300 
	Dairy Milk Caramel Bar	300 
	Bottle of White Wine 75Cl	1000 
	Bottle of Red Wine 75Cl	1000 





Our Improvements – Early Life Support

- Implemented Early Life Support Process to ease transition from Projects to Service Operations
- Process involves having conference calls with new clients to discuss their specific ‘ELS’ report detailing information about their service desk usage since go live
- Process lasts for 2 months with an exit criteria being agreed to confirm the client is happy with the transition
- This process has improved initial client relationships with service delivery and offered an open platform for early review



Phase 5	Week 5	Open	0.00
1005881	Support provided by SD	Open	0.00
1005882	Send end of week ELS report	Open	0.00
1005883	ELS conference call	Open	0.00
1005884	Create exit criteria	Open	0.00



The Audit

- Our audit took place on week commencing 2nd July
- Evidence had already been sent off – however some changes needed to be made
- During the 4 day audit our evidence was discussed and as we moved towards 3 and 4 star territory we found the questions harder to answer
- Were our processes and improvements embedded?

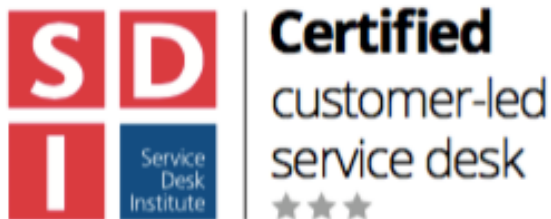
Certification Audit

Group + Individual Interviews
Objective Evidence



The Outcome

- We managed to achieve a **3 star rating** with a total score of 3.13
- Customer-led service desk
- We were already given a few recommendations going forward to increase our scoring next time
- One of these recommendations was to ensure we created a project management process and procedure.
- This is something we missed during the audit purely due to our interpretation of the standard.



What does 3 star mean?

- Critical success factors underpin strategy
- Account management and reviews
- Customer surveys and reviews
- SLAs and OLAs implemented
- KPIs linked to CSFs
- Staff reward and recognition
- Industry recognised measures
- ITSM systems integration
- Mature internal marketing
- Consistently high service experience



What next?

- Now we wait! Our Audit report once received will detail areas we did and did not score
- This will then lead to us being able to pull out actions in order to improve
- We have however already made steps towards more improvements that we identified during our audit
- Overall, continually improve and enhance our best practices
- Our SDI surveillance will occur in 12 months



Our experience in summary

- We chose to do SDI to improve our Service Desk and Business overall with best practices, employee satisfaction and customer satisfaction
- We implemented Improvements across the entire business that have already shown benefits
- We invested lots of time and effort to reach our 3 star goal
- We are continuing to improve as we find more opportunities for CSI initiatives from within the SDI standard
- We are preparing to have our surveillance in 11 months time



Tips!

- Be organised with creating and completing actions
- Consider a resource who will have the time to dedicate to the project
- Don't underestimate the time requirement to complete all the work
- Prepare as much evidence as possible to send off in advance
- Read the standard continuously to really understand it
- It can't be done alone, have investment from the entire business and encourage them to see the huge benefits

Technology
Tom
Says...



Any questions?



Success Through Technology

Award Winning IT and Communications



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