Air-IT

Our SDC Experience

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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

- 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 Starmix	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
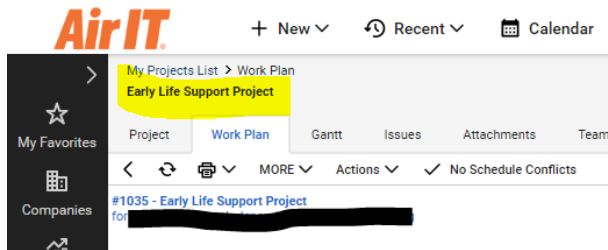
The Audit

- 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.
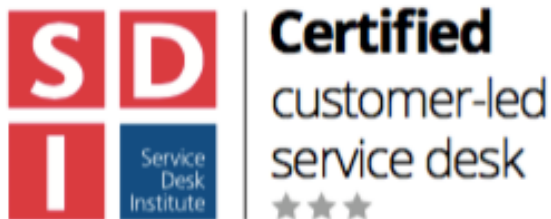
What does 3 star mean?

- 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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