

Service Desk Certification

Meet the Stars



Service Desk Certification



Agenda:

- **13:30** - **Damian Bowen, Welcome & Introduction**
- **14:00** - **Paige Smith, Service Delivery Manager – Air-IT**
- **14:30** - **David Gordon, Head of IT Service Operations – Informatics Merseyside**
- **15:00** - **David Bullivant – Sunrise Software**
- **15:20** - **Coffee Break**
- **15:50** - **Lisa McDonald, ITIL Manager – University of Edinburgh**
- **16:20** - **Mark Bassett, Head of Service Management – Barnardo's**
- **16:50** - **Q&A and Close**

Founded in **1988**

SDI is the **leading** professional body for everyone working in the IT service and support industry



SDI's **services** and **products** are complementary and consistent with ITIL

Over **900** global clients



To inspire service desks to be brilliant

Embrace: best practice to raise the **quality** of service delivery

Invest: in and **empower** their teams to be **inspired**, take action and **be better**

Engage: with customers to create an **inspiring** and **engaging** service experience

Shine: by demonstrating and **delivering** exceptional business **value**

To support our vision our philosophy is to..

Surprise

Delight

Inspire

Our customers, each other and the community

Be Brilliant



Industry
Research

Service Desk
Certification

Best Practice
Standard

Community
Blog

Webinar
Sessions

#Shine Virtual
Conference

Industry
Events

SDI
Membership

Experience
Events

Consultancy
Services

Improvement
Workshops

#SDI19
Conference

Benchmarking
metrics

Training &
Qualifications

Resourcing
Services

Global Best Practice Standard for Service Desk



First introduced in 2000
Version 8 (2019)



9 concept areas
138 best practice criteria



The only globally recognised
Best Practice Standard
specifically for service desks



Based on existing quality reference
models such as EFQM and ISO 9000



Service improvement
mapping



Certification and accreditation

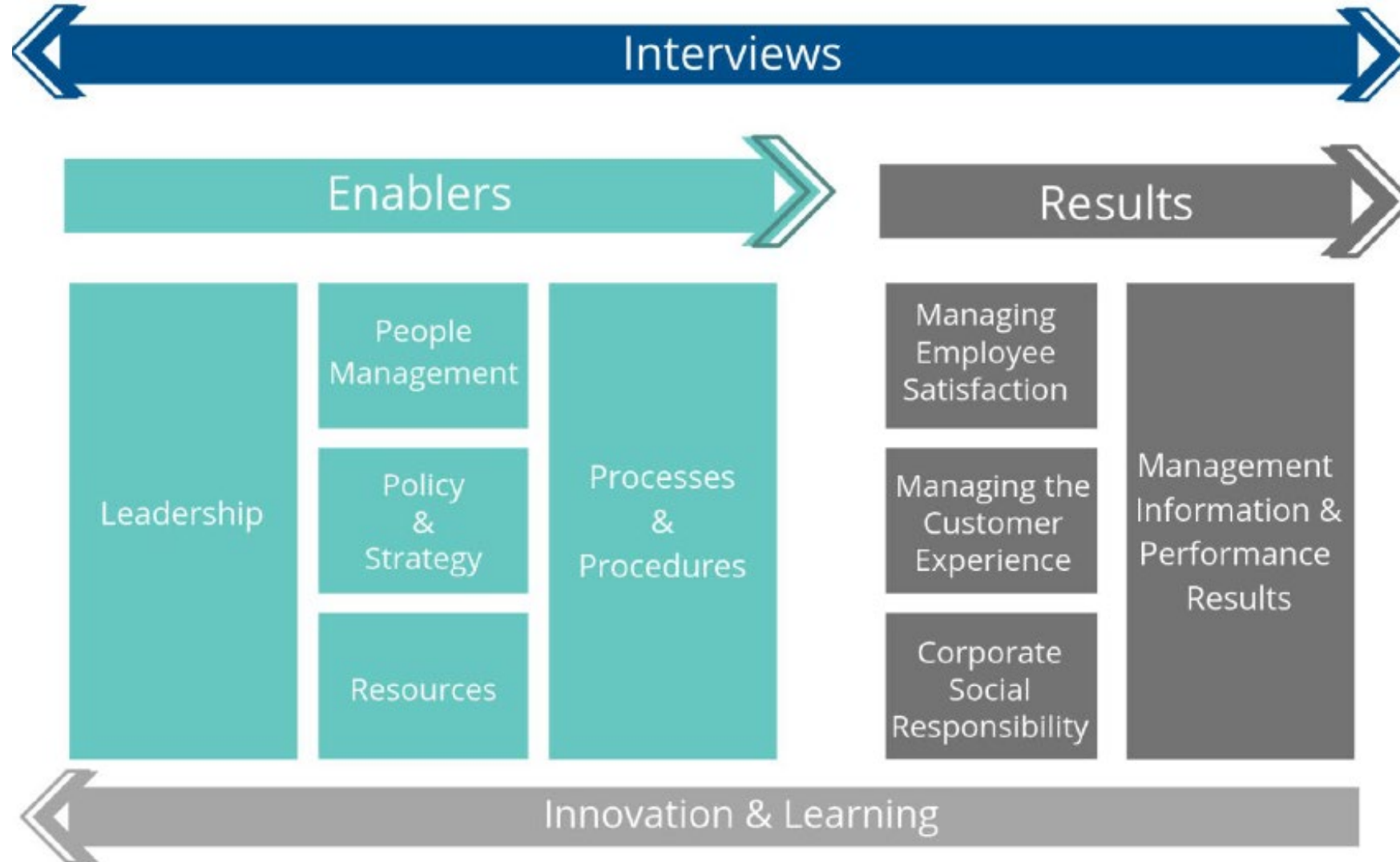
The Nine Concepts



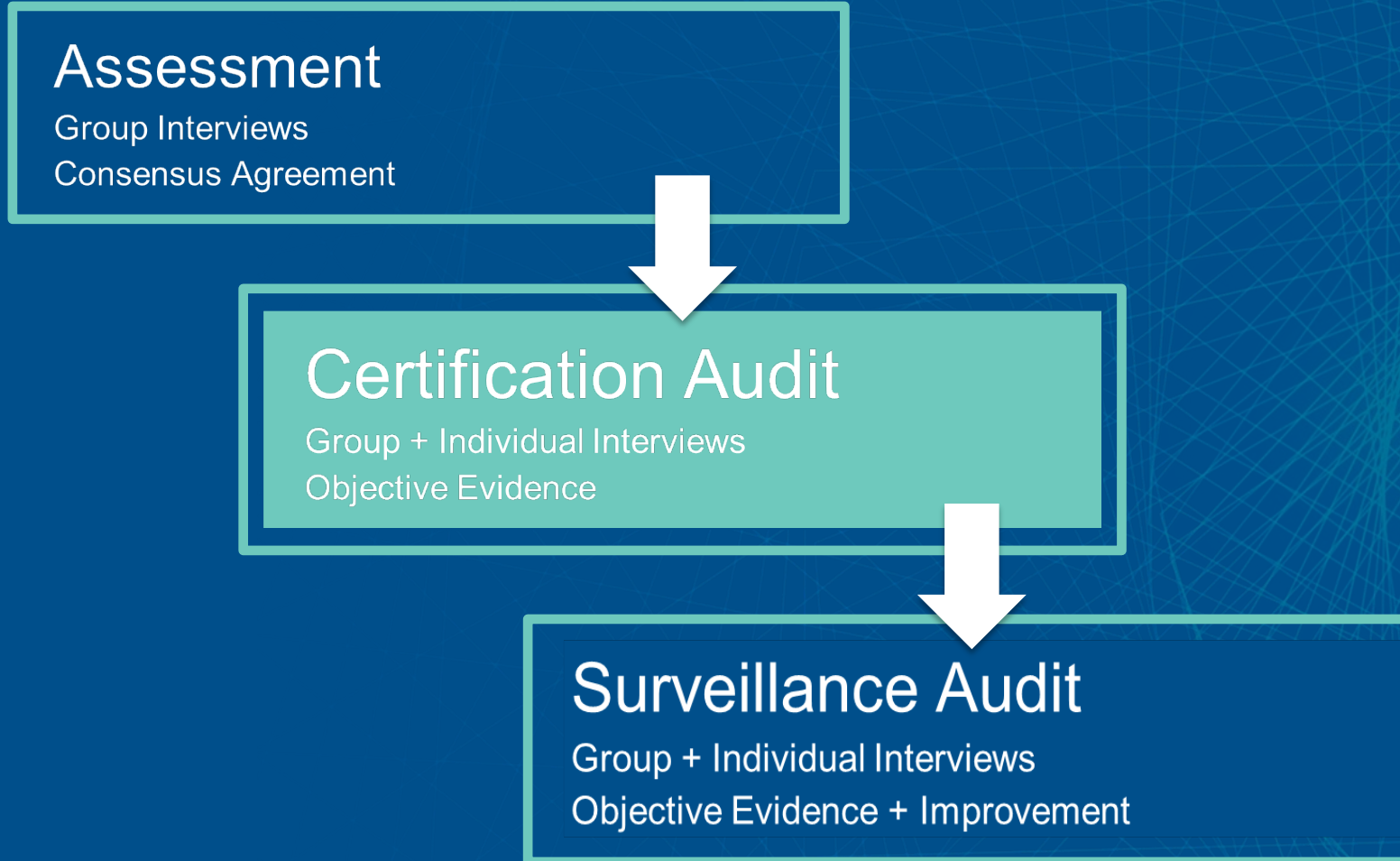
- 1 Leadership
- 2 Policy & Strategy
- 3 People Management
- 4 Resources
- 5 Processes & Procedures
- 6 Managing Employee Satisfaction
- 7 Managing the Customer Experience
- 8 Management Information & Performance Results
- 9 Corporate Social Responsibility

Observations
Customer satisfaction interviews
Customer satisfaction surveys
People satisfaction survey

Global Best Practice Standard for Service Desk



Service Desk Certification Programme



Service Desk Certification Report



Service Desk Certification Programme



Rating 0.50 - 2.49

- Reactive

Rating 2.50 - 3.09

- Proactive

Rating 3.10 - 3.74

- Customer-Led

Rating 3.75 - 4.00

- Business-Led

Rating 2 x 4★ + 5★

- World Class



SDI Value



Global Best Practice Standard for Service Desk



Service Desk Certification

Meet the Stars

Thank you

Best Practice Standard – Panel Session



When: Tuesday @ 14:10
Room: Cambridge / Oxford



Damian Bowen

ITSM Consultant,
Advisor & Auditor



Lynne Nash

Consultant & Customer
Experience Expert



Barclay Rae

Consultant, Auditor
& ITIL® 4 Author



David Wright

SDI Chief Innovation
& Value Officer