

# **Air IT's SDC Journey**

## **Overcoming obstacles and achieving 3-star success**

Presented by Paige Smith

# About me

- Originally from an ITSM background
- Service Desk Analyst, Senior SDA, SDM, CSI Manager
- Joined Air IT in 2017 as Continual Service Improvement (CSI) Manager
- Now Service Delivery Manager and part of the Senior Leadership Team
- Responsible for ensuring the Air IT Service Delivery department is achieving the best results and delivering excellent customer service



**30+**  
**SD STAFF**



**400+**  
**CLIENTS**



**6000+**  
**END USERS**

# Our Journey So Far

- 2005 – Air IT established with first IT support contracts.
- 2010 – Relocation to new offices and Service Desk established.
- 2012 – 30+ members of staff.
- 2013 – Acquisition of telecoms provider MBC.
- 2015 – MSP Mentor: Ranked at #1 MSP in East Midlands.
- 2015 – Launched Air IT Service Hub – Client self service portal.
- 2017 – 45+ members of staff and move to new larger premises.
- 2017 – Cyber security division Air Sec joins Air IT group.
- 2018 – ISO 27001 certification gained.
- 2018 – 3 Star Service Desk Certification gained.
- 2018 – 55+ members of staff
- 2019 – 60+ members of staff
- 2019 – SDI Award Best Small MSP
- 2019 – Specialist Business Intelligence division Air BI launches
- 2019 – Expansion on Business Park with additional office



# 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

- 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
- Review all documentation
- Launch a talent management programme
- Define services in a Service Catalogue

**Our Assessment – 1 Star**



# What next?

- Create action plan of all initiatives needed before Audit
- Hold regular SDI meetings with team to keep momentum
- Implement changes across the Business with Management buy in
- Ran 'in-house Audit'
- Finalise Evidence
- Led the audit in July 2018
- Followed by first surveillance in July 2019

SDI Action Plan																
Project		Work Plan	Gantt	Issues	Attachments	Team	Contacts	Finance	Recap	Products	Activities	Configurations	Expenses	Time	Audit Trail	⚙
F807 - SDI Action Plan for Air IT																
			Status	Budget	Scheduled	Actual Time Entered				Products	Resources					
				Start	Fl...	Hours	First	L...	Current	Shipped/Total						
⌵	Project Totals		Closed	0.00	05/04/2018	1...	0.61	05/04/2018	1...	0.61						
⌵	Phase 1 Concept 1 - Leadership		Closed	0.00			0.00		0.00							
	828491	1.01 Alignment with core business outcomes	Closed	0.00			0.00		0.00							
	828492	1.02 Service desk influence	Closed	0.00			0.00		0.00							
	828493	1.03 Collaboration	Completed	0.00			0.00		0.00	Paige Smith						
	828494	1.04 Leadership competencies	Completed	0.00			0.00		0.00	Paige Smith						
	828495	1.05 Promoting Teamwork	Completed	0.00			0.00		0.00	Paige Smith						
	828496	1.07 Service performance transparency	Closed	0.00			0.00		0.00							
	828497	1.08 Critical success factors	Closed	0.00			0.00		0.00							
	828498	1.09 Inspiring and driving continual service improvement (C...	Closed	0.00			0.00		0.00	Simon Smith Paige Smith						
	828499	1.10 Customer advocacy	Closed	0.00			0.00		0.00							
⌵	Phase 2 Concept 2 - Policy and Strategy		Closed	0.00	23/04/2018	...	0.10	23/04/2018	...	0.10						
	828502	2.01 Vision	Completed	0.00	23/04/2018	2...	0.10	23/04/2018	2...	0.10	Paige Smith					
	828503	2.02 Mission	Completed	0.00			0.00		0.00	Jamie Hissitt Josh Turner Liam Hull						
	828504	2.03 Strategic objectives, Critical Success Factors and KPI's	Closed	0.00			0.00		0.00							
	828505	2.04 Strategic Planning	Completed	0.00			0.00		0.00	Todd McQuilkin Jamie Hissitt						
	828509	2.05 Business relationship management	Completed	0.00			0.00		0.00	Josh Turner						

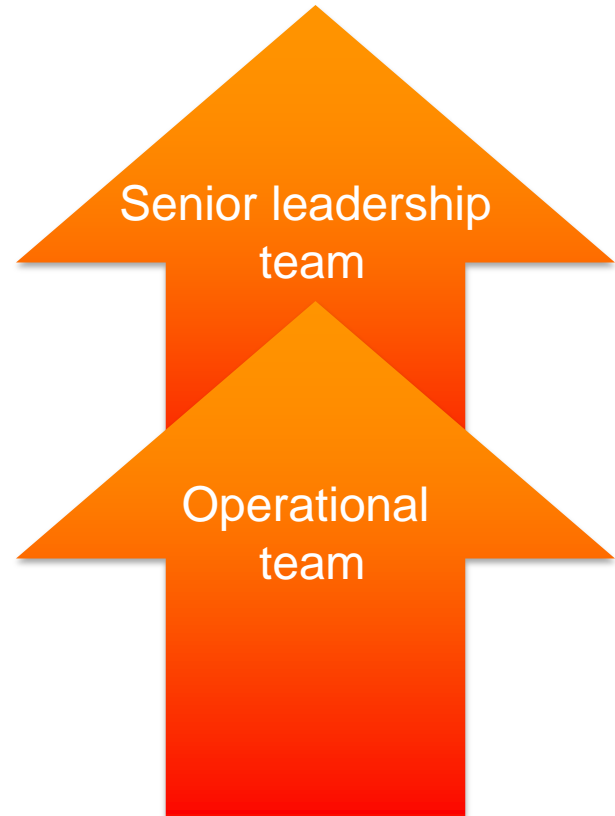
# Gaining co-operation and involvement from the whole of the team

## “What’s the benefit for me?”

- Company-wide sessions on the SDC to provide clarity on how the programme benefits each member of the team, across the whole company
- Company-wide involvement in audit and interviews

## “But I don’t have time to take on more work”

- Diary management of team
- Appropriate delegation of work



**“This certification is for all of YOU”**

**“The improvements from the process will benefit YOU”**

**“TOGETHER this will make us a better team”**

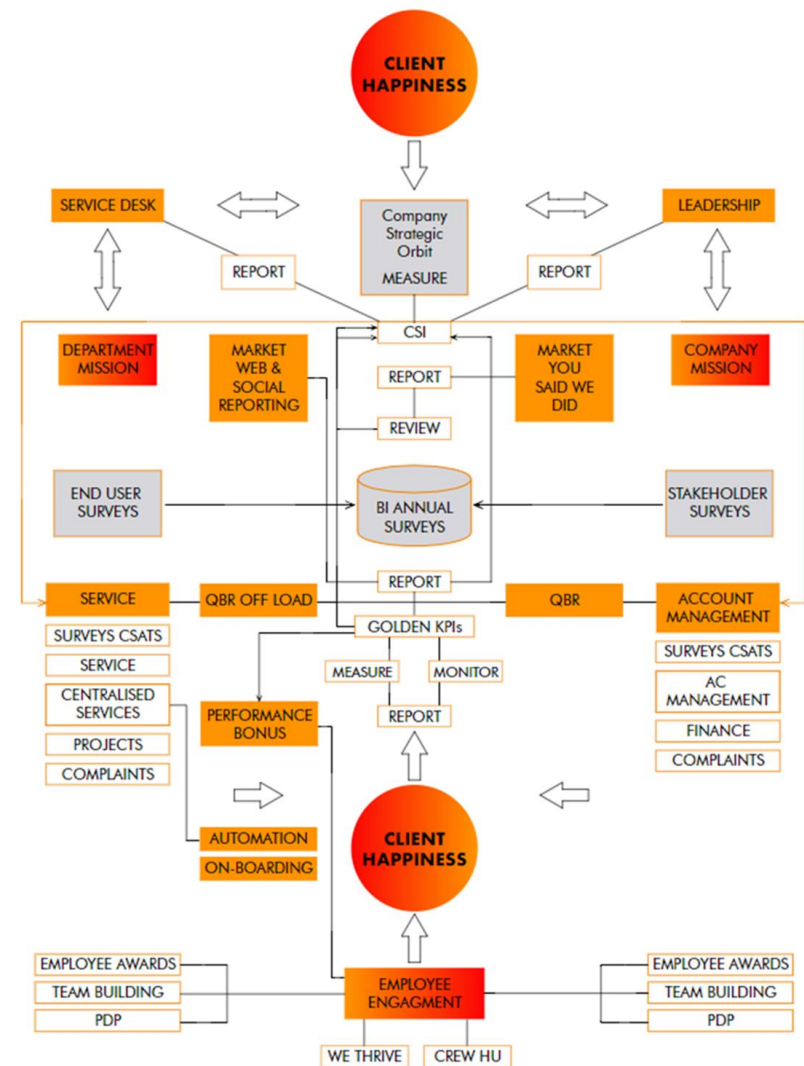
**“TOGETHER this will make us a better business”**





# Our improvements - Customer Experience (CX)

- Introduced comprehensive CX programme
- Aligned with mission and vision
- Looks at all of the below areas;
  - Employee Engagement
  - BDM and Account Management
  - Project and Service Delivery
  - CCS Procedure
  - Customer Satisfaction & CSAT
  - Marketing



# Customer Feedback

- Reporting on results from event surveys to achieve our CSAT target – 96%
- Non-conformance Process
- Compliments, complaints & suggestions
- Reporting on bi-annual customer satisfaction results
- You said we did campaign

**Air IT**

0115 860 2094  
support@airit.co.uk  
airit.co.uk

**TICKET  
1141623**

## We have completed your ticket #1141623

Dear Josh

### In reference to: TEST

We have reviewed your ticket and now believe it has been completed. If you feel this is in error, please reply to this email and we'll re-open the ticket.

We would be extremely grateful if you could let us know how we have done.

How did we do with your ticket?



GOOD

NEUTRAL

BAD

This will help to ensure that we are maintaining the high quality of support that you have come to expect from us. Your feedback is extremely important in helping improve our services and we look forward to hearing your views.

# YOU SAID, WE DID

## TOP 4 RECURRING COMMENTS

Our survey also produced a range of more detailed feedback. The following areas represent the top 4 recurring themes identified, and the changes we're making under our CSI register as a result.

### 1. Better Communication

**You said...**

"If an issue has to be escalated or picked up by another technician, I sometimes have to repeat myself which slows things down."

**We did...**

We've recently introduced a new call and ticket quality process to ensure we're always delivering the high standards of service you expect.

This aims to ensure all technicians are creating accurate notes based on what you tell us over the phone.

This will help to prevent any repetition if your ticket needs to be reviewed by another member of our team or escalated to a 2nd or 3rd line technician.

**You said...**

"Resolution notes on closed tickets would be helpful, especially if an issue reoccurs."

**We did...**

A summary of the ticket resolution is now included on our closed ticket emails, to give you a better understanding of any actions we've taken. A history of your closed tickets can also be found within the Air IT Service Hub.

Additionally, we've introduced a new 'Awaiting Verification by Customer' ticket status. This allows you to confirm that your issue is fully resolved before your ticket is closed by our team to prevent the issue recurring.

## CUSTOMER FEEDBACK

Once again, our survey produced a wide range of positive feedback about your experiences of working with Air IT. Although we can't share them all, we're grateful for every comment received and thank you for your ongoing support.

First time I have worked in a company who uses an IT service company who operates the way you do, great process, love the online service desk, prompt and professional response. Thank you.

Really appreciate the patience the operators show me - as I often call when very stressed and they handle me with real professionalism.













Since coming on board with Air IT we have received nothing but positive feedback from all the staff who use the service. It is easy to log and monitor calls via phone or Service Hub which is great as some people don't like calling up with problems. Projects are going really well too with a number of new centres being opened lately which have been a breeze. I would recommend Air IT to anyone who is looking to use an external IT service provider.

I am IT terrified, everyone on the team has been able to explain things in a way I understand, without making me feel like a fool. I would like to thank each of you for your professionalism and your patience.

The Air IT technicians are always very friendly and patient. Any issue I've had has been resolved that same day. Thank you.

# Customer Experience KPIs

- Specific Customer Experience KPIs as part of our Strategic Orbit goals.
- Our CX KPIs have targeted improvement metrics set each financial year and agreed as part of our 4-year strategic plan. The measures are reported on weekly and reviewed monthly.

Customer Experience							
	Customer Satisfaction		>= 75%	82.5%	82.5%	82.5%	82.5%
	Golden KPIs		>= 85	91.6	75	75	91.6
	Complaints Raised		<= 7	0	0	0	0
	Compliments Raised		>= 100	131	160	171	188
	Suggestions Raised		>= 10	9	9	9	9
	CSAT		>= 96%	97.6%	96.24%	96.12%	97.35%

# 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 Star Mix	300 
	Dairy Milk Bar	300 
	Dairy Milk Caramel Bar	300 
	Bottle of White Wine 75Cl	1000 
	Bottle of Red Wine 75Cl	1000 



**Billy Tidmarsh**  
3 days ago

Billy Tidmarsh gave a **EXCELLENCE - Service excellence** badge to Amy Lockyer (👤 100)  
Amy you are an absolute trooper, always making life easier with the scheduling and chasing of tickets! Thanks for your help

[Leave a comment](#)



# Employee engagement

- Peer and client recognition - CrewHu
- Great People Awards
- Regular team building events
- Bi-annual employee satisfaction surveys
- Mission, Vision and Values

*‘Since our foundation in 2005, we’ve maintained a strong culture that encourages staff to L.O.V.E or ‘Live Our Values Everyday’*



## The Result

- Following the audit in July 2018, Air IT was successfully certified as a **3-Star service desk**
- **Total score of 3.13**



**Certified**  
customer-led  
service desk  
★★★

**Air IT**

# Time to Prep for Surveillance...

Improvement suggestions we received;

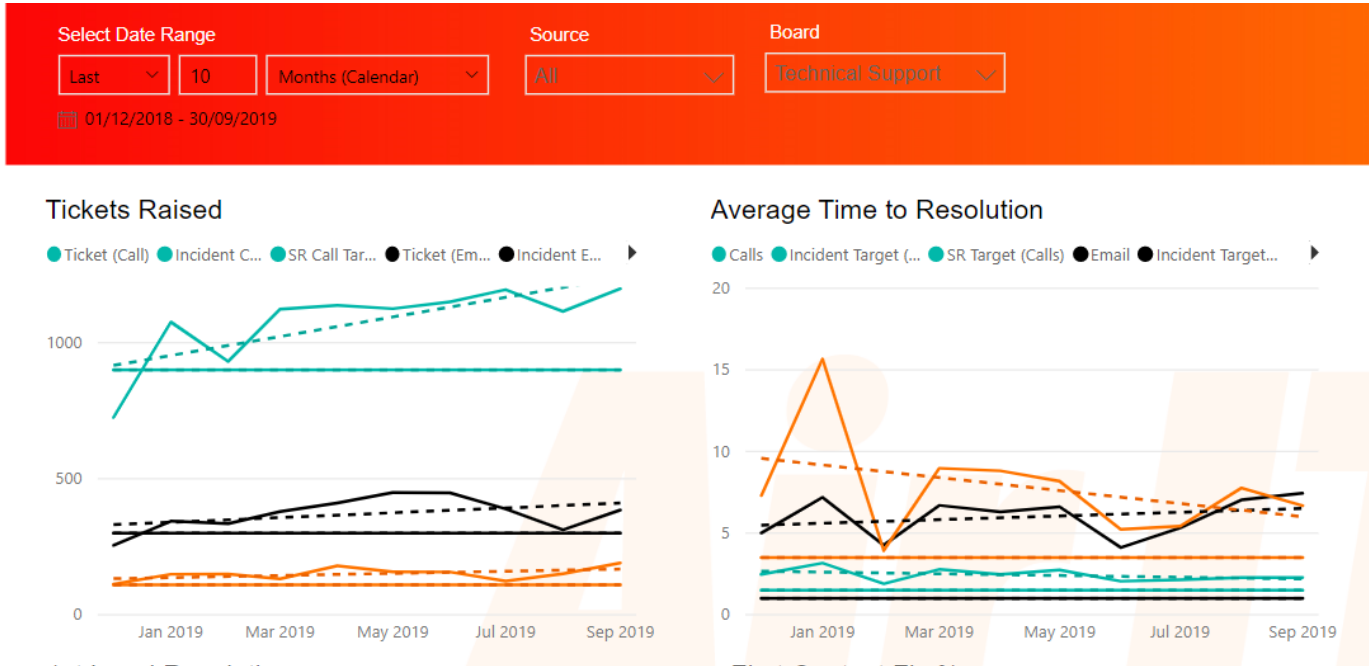
- Development of Project Management and Service Transition Processes
- Trend analysis and commentary on reporting
- Management of Compliments, Complaints and Suggestions
- Procedure for monitoring service levels





# Key Improvement Made

Transforming our reporting into Power BI. Enabling trending, cross analysing, commenting, drill downs and much more...



# Surveillance Audit Results

Retained 3 star certification and increased in scoring closer to 4 star! Our goal for 2020 is now to hopefully achieve 4 stars and strengthen even more of our processes.

3.13 → 3.65

## The Maturity Model

Must achieve a minimum score of 2.3 for each concept



# My Advice

- Be organised with creating and completing actions
- Consider resource to own and manage project
- Don't underestimate time requirement to complete work
- Prepare as much evidence as possible
- Read standard continually – fully understand it
- It can't be done alone – have investment from entire business and encourage them to see the huge benefits



**Any questions?**

