

The logo features the text "SDI AWARDS 2022" in a white, serif font, centered within a golden laurel wreath.

SDI AWARDS 2022

HOW TO ENTER HANDBOOK

HOSTED BY



ABOUT THE SDI AWARDS

In their 27th year, the prestigious SDI 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? Does your team really make a difference to your customers? Would you relish the opportunity to celebrate your outstanding achievements and raise your team's profile? Then make sure you share your success with the rest of the industry by entering for an award!

ENTRY CLOSING DATE 22 OCTOBER 2021

KEY DATES FOR YOUR DIARY

Winners will be announced on 22 March 2022 at the SDI Awards ceremony. This year, for your safety, all in-person judging will be conducted virtually.

Entry Closing Date: 22 October 2021

Shortlisted Notified: 12 November 2021

Virtual Judging Days: 22–30 November 2021

Finalists Notified: 6 December 2021

Judges Virtual Finalists Visits: w/c 10 & 17 January 2022

- Best Service Desk
- Best Managed Service Provider



HERE'S HOW TO ENTER IN 7 EASY STEPS

1. Decide which categories to enter using this brochure.
2. Following the submission criteria carefully, 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. Remember, the criteria questions must be followed or your entry may be excluded.
3. Upload your entry to the awards portal <https://sdi.awardsplatform.com> including supporting documentation or videos.
5. SDI members can enter for free and non-members will be invoiced £95+vat per entry. Find out membership options here www.servicedesk institute.com/sdi-membership/
6. You'll be notified three weeks after the closing date if you've been shortlisted to go through to the judging day.
7. Save the dates for the virtual judging days now and get them in your diary as you or your team must attend the judging day virtually in person.

BEST SERVICE DESK AWARD 2022

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.

The Best Service Desk awards 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.

*Source OECD Glossary of Statistical Terms

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 +

If you are a managed service operation supporting external customers you should look to enter the Best Managed Service Provider award, see page 6.



BEST SERVICE DESK 2022

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 in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Success Profile	Word limit
Please explain why your service desk deserves to win this award	300
Section 2: Strategy	
<p>Please share your organisation's vision and mission and that of the service desk.</p> <p>Explain how you measure if the service desk is successfully supporting your organisation's vision and mission.</p> <p>Describe the strategic plan that has led to service desk success and how it has been actioned.</p>	500
Section 3: The Customer Experience	
<p>Describe how you define, deliver and manage the customer experience including objectives, activities and measures of success</p> <p>How do you ensure customers know how their input is used?</p> <p>Provide an example of business value that has been derived from analysing customer feedback.</p>	800
Section 4: Staff Engagement	
<p>Describe the service desk staff engagement programme including objectives, activities and measures of success.</p> <p>Describe how staff ensure they are developing skills and competencies in support of the business and service desk strategy.</p> <p>How are the team involved in generating ideas and decision making?</p> <p>Describe how emotional health and wellbeing is supported in the service desk.</p>	900
Section 5: CSI	
Provide an example of a CSI initiative that has been identified, initiated and driven by the service desk team that has delivered a tangible business benefit.	400

BEST SERVICE DESK 2022

Section 6: Performance	Word limit
Describe how team and individual performance is measured and reported. Explain how quality is assessed and improved. How is the team currently performing against key operational and strategic targets?	700
Section 7: Innovation	
Describe how the service desk identifies and assesses new technologies and working practices. Provide an example of how a new technology or working practice has improved the team's or the customers' experience and added value to the organisation.	400
Section 8: Supporting evidence	
Please submit any supporting evidence to demonstrate in more detail how you meet the criteria in 1-7 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 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 virtual 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 virtually visit each finalist at their offices w/c 10 or w/c 17 January 2022 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 per entry for non SDI members. SDI members can submit their entry free of charge as part of their membership benefits.

Payments will be requested via invoice and you will be able to provide your invoicing details in the awards entry platform, at the start of your entry.

THE WINNING TEAM RECEIVES A £500 CASH PRIZE

BEST MSP AWARD 2022

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:

Best Small Enterprise Managed Service Provider – organisations with a turnover less than £25 million

Best Medium to Large Enterprise Managed Service Provider – organisations 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 MSP 2022

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 in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Mission & Vision	Word limit
Explain how you measure if the service desk is successfully supporting your vision and mission	300
Section 2: Customer & Service	
Explain what customer experience means to you	100
Describe what managed services you offer and how you continue to meet the evolving needs of your customers	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 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
What staff career development planning do you have in place? 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 MSP 2022

Section 4 – Process

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 & Innovation

Explain your technology road map	200
Explain your service innovation road map	200

Section 6 – CSI

Explain your approach to continual service improvement and how customer experience feedback is used to support continual service improvement	300
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Section 7 – 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 8 – Security & Data Protection

How do you safeguard your customers from cyber security threats?	200
Explain your approach to adhering to data protection legislation	200

BEST MSP 2022

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 three weeks of the entry closing date and invited to the virtual judging day where at least two representatives from your service desk will be expected to attend. You will be required to give a 20 minute virtual 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 virtually visit each finalist at their offices w/c 10 or w/c 17 January 2022 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 per entry for non SDI members. SDI members can submit their entry free of charge as part of their membership benefits.

Payments will be requested via invoice and you will be able to provide your invoicing details in the awards entry platform, at the start of your entry.

THE WINNING TEAMS RECEIVES A £500 CASH PRIZE

SERVICE DESK ANALYST OF THE YEAR 2022

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.

Entrants for this category shouldn't be team leaders. Please go to page 14 to see more details on how to enter the new Service Desk Team Leader category.



SERVICE DESK ANALYST OF THE YEAR 2022

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 in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Provide an insight into the nominee	Word limit
What attribute makes this nominee particularly unique?	200
Section 2: Why the nominee deserves to win the award	
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	250
Section 3: Professionalism and living the values of the organisation	
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?	500
Section 4: Achieving Objectives	
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	500
Section 5: Customer Engagement	
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 has been measurable improvement in customer satisfaction as a result of the idea Show how the nominee is creative or innovative in their approach	300

SERVICE DESK ANALYST OF THE YEAR 2022

Section 6: Service Improvement	Word limit
<p>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</p>	300
Section 7: Achievement & Success	
<p>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 has had 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</p>	300
Section 8: Evidence	
<p>Have other business related targets and objectives been met or has there been significant progress towards achieving them?</p>	

SHORTLISTED ENTRIES & JUDGING DAY

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 three weeks of the entry closing date and invited to the virtual judging day where the nominee from your service desk will be expected to attend. They can be accompanied by a colleague or team leader if they'd like. The analyst will be required to give a 20 minute virtual presentation on why they deserve to win this award, followed by a 20 minute Q&A session with the judging panel.

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

SERVICE DESK ANALYST OF THE YEAR 2022

HOW TO PAY

The fee to enter this award is £95 +VAT per entry for non SDI members. SDI members can submit their entry free of charge as part of their membership benefits.

Payments will be requested via invoice and you will be able to provide your invoicing details in the awards entry platform, at the start of your entry.

THE WINNER RECEIVES A £250 CASH PRIZE

SERVICE DESK TEAM LEADER 2022

About The Award

Success as a service desk or support team leader requires a unique blend of attributes, skills and knowledge with a service attitude that puts the customer at the heart of everything they do.

This will be combined with the leadership skills to inspire and motivate a team of service desk analysts to be brilliant. The highest performing team leaders are innovative, passionate and tireless team champions, striving to constantly improve.

This award is open to a service desk or support team leader with a passion for developing team members to deliver customer service excellence.

They can 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 team leader who stands out in their service desk team as a high performer; possibly even the next service desk manager. Entrants will need to show a passion for leading a team of analysts that delivers brilliant customer experience focusing on quality, a commitment to teamwork and a drive for continual personal and team improvement.



SERVICE DESK TEAM LEADER OF THE YEAR 2022

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 in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Provide an insight into the nominee	Word limit
What attribute makes this nominee particularly unique?	200
Section 2: Why the nominee deserves to win the award	
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	250
Section 3: Professionalism and living the values of the organisation	
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?	500
Section 4: Achieving Objectives	
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	500
Section 5: Leadership and Staff Satisfaction	
Describe how the nominee has had a positive impact on leading the team, staff development and 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?	500

SERVICE DESK TEAM LEADER OF THE YEAR 2022

Section 6: Customer Engagement

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

300

Section 7: Service Improvement

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

Word limit

300

Section 8: Achievement & Success

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 has had 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

300

Section 9: Evidence

Have other business related targets and objectives been met or has there been significant progress towards achieving them?

SERVICE DESK TEAM LEADER OF THE YEAR 2022

SHORTLISTED ENTRIES & JUDGING DAY

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 three weeks of the entry closing date and invited to the virtual judging day where the nominee from your service desk will be expected to attend. They can be accompanied by a colleague or team leader if they'd like. The analyst will be required to give a 20 minute virtual presentation on why they deserve to win this award, followed by a 20 minute Q&A session with the judging panel.

The 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 per entry for non SDI members. SDI members can submit their entry free of charge as part of their membership benefits.

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THE WINNER RECEIVES A £250 CASH PRIZE

BEST SERVICE DESK CX 2022

About The Award

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. Does your service desk offer your customers a truly inspiring and satisfying experience? Do you make a real difference to the every day lives of your customers – external or internal?

What The Judges Look For

The judges are looking for you to demonstrate what sets your team apart in delivering 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
- What your customers say



BEST SERVICE DESK CX

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 in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Introduction	Word limit
Tell us about your service organisation	200
Section 2: Customer Experience	
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?	500
Section 3: Customer Excellence Culture	
Explain how you have engaged with your services team to define and build a service desk culture focused on customer excellence	500
Section 4: Delivering Service Excellence	
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?	500
Section 5: The Impact	
Provide examples of how you have delivered outcomes which have made a real difference to your customers	500
Section 6: Business Value	
Give an example of how delivering customer excellence has helped drive business value	500

BEST SERVICE DESK CX

Section 7: Continual Service Improvement

Describe your plan to further improve customer excellence over the short, medium and long-term

500

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

SHORTLISTED ENTRIES & JUDGING DAY

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

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

HOW TO PAY

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Payments will be requested via invoice and you will be able to provide your invoicing details in the awards entry platform, at the start of your entry.

THE WINNER RECEIVES A £250 CASH PRIZE

BEST SERVICE IMPROVEMENT PROJECT 2022

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 2022

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 in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Introduction	Word limit
Tell us about your service organisation	200
Section 2: About the Service Improvement Project	
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?	500
Section 3: Success Measurements	
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?	500
Section 4: The Impact	
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 benefited 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?	500

BEST SERVICE IMPROVEMENT PROJECT 2022

Section 5: The Learning Experience

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?

500

Section 6: Evidence

Please submit any supporting evidence to demonstrate in more detail how you meet the criteria above

500

SHORTLISTED ENTRIES & JUDGING DAY

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

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

HOW TO PAY

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Payments will be requested via invoice and you will be able to provide your invoicing details in the awards entry platform, at the start of your entry.

THE WINNER RECEIVES A £250 CASH PRIZE

BEST SERVICE TRANSFORMATION PROJECT 2022

About The Award

In just a few months, the COVID-19 crisis brought about years of change in the way companies in all sectors and industries do business. Digital adoption took a quantum leap as responses to COVID-19 speeded up implementations of digital technologies by several years at both organisational and industry levels.

Many IT teams had to rethink the way they do business to serve as a technology enabler to the organisation and re-engineer the way they engaged with customers. The use of technology, both as an enabler and to support business continuity, has become the centrepiece of most organisations' transformation to a digital business.

When asked why organisations didn't implement these changes before the crisis in a recent McKinsey survey, just over half said it was because that they weren't a top business priority. 2020's global health crisis removed this barrier.

It is no longer sufficient for IT to deliver efficiency and reliability. IT must also deliver technology enabled innovation to its stakeholders and serve its customers from their perspective. This award will recognise how agile IT service teams have been tirelessly supporting the rapid transformation of their business and its customers during the crisis.

This award is open to both internal and external IT service teams in any organisation, industry or location.

What The Judges Look For

The judges are looking for you to demonstrate how to you supported your organisation through the crisis to deliver a rapid digital or technology transformation.

You will be able to demonstrate how your team's agile and rapid response enabled change on a significant scale, internally or externally. How did your organisation remove the barriers in order to deliver technology enabled innovation to its stakeholders?

Best Service Transformation will be awarded to the entrant with the most outstanding digital transformation project transforming the workplace, business models, customer experience or operational models. The determination will be made based on the holistic value created through service transformation not just for the adoption of technology alone.

Each award submission should be able to clearly demonstrate excellence, creativity and the resulting benefits to the organisation, its customers or end users.

Entrants should seek to provide quantitative evidence (including limited amounts of ancillary materials) wherever appropriate to support the submission.



BEST SERVICE TRANSFORMATION PROJECT 2022

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 in the form of documentation or videos. Each question will be scored out of 20 points.

Section 1: Introduction	Word limit
Tell us about your business and support organisation	200
Section 2: About the Service Transformation Project	
How did you establish what the transformation project was and why? How were the changes 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?	500
Section 3: Success Measurements	
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?	500
Section 4: The Impact	
Describe the benefits or positive effects realised as part of the transformation project, both expected and unexpected How has the transformation benefited the culture of support and relationship within the business? How has this transformation enabled the business to improve the service they deliver to their customers?	500

BEST SERVICE TRANSFORMATION PROJECT 2022

Section 5: Continual Improvement

What are the key lessons you learned? What tips would you give another organisation looking to transform?
What one thing would you do differently if you had the chance?
How are you going to sustain this improvement and approach new transformation projects?

500

Section 6: Evidence

Please submit any supporting evidence to demonstrate in more detail how you meet the criteria above

500

SHORTLISTED ENTRIES & JUDGING DAY

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

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

HOW TO PAY

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BEST SERVICE RESILIENCE AWARD 2022

About The Award

If ever there was a year to celebrate teams that have co-created a resilient team culture based on workplace wellbeing, mindfulness and work-life balance, then 2022 is it!

After the 18-month journey the world has been on together, there is no better time to celebrate just how much blood, sweat and tears IT teams have given in order to keep their organisations running in these intrepid times.

Open to service desks who have demonstrated resilience as a team by working together in new, agile ways and who have developed emotionally intelligent approaches to working together.

Entry Submission Criteria

Our judging panel of resilience, wellbeing, leadership and team culture judges will evaluate entries for this category against the following criteria:

*Evidence of your service desk team's ability to adapt to new ways of working with each other and their stakeholders.

*Demonstration of the team's capability to maintain positive affect during periods of change; with an explanation as to whether this was due to a business, team or individual's initiatives.

*The service desk team's culture change or culture maintenance during periods of uncertainty and evidence to support the described team culture.

*An explanation of how the service desk team maintained good 'business relationship management' either with internal or external stakeholders and customers as applicable. Please evidence this with a testimonial from at least one stakeholder.

*Demonstrate how the wellbeing of the individuals in your team was considered and encouraged. Explain if this was a business, team or individual's initiative.



BEST SERVICE RESILIENCE AWARD 2022

SHORTLISTED ENTRIES & JUDGING DAY

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

The 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 per entry for non SDI members. SDI members can submit their entry free of charge as part of their membership benefits.

Payments will be requested via invoice and you will be able to provide your invoicing details in the awards entry platform, at the start of your entry.

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 2022.
3. The cost to enter is £95.00 +VAT per submission. 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 (opens on 31 July) by 5pm on Friday 22 October 2021. 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 virtually on 12 November 2021 . Nominees or representatives from the nominated teams will be required to attend on screen in person.
6. The winners will be announced at the SDI Awards ceremony on 22nd March 2022 at the Hilton Birmingham Metropole.
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 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 2022 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 SDI Awards 2022 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 Awards event on 22nd March 2022.
15. Finalists of the Best Service Desk and Best MSP awards will be required to submit a 'fun' video with a maximum running time of two minutes. The videos will be shown during the awards ceremony. PLEASE NOTE videos longer than two minutes will not be accepted.