



SERVICE DESK INSTITUTE

WINNING ENTRY

CASE STUDY

Fouzia Asghar – Serco Group

Winner of Best Service Desk

Team Leader 2022



serco



Divisions

Defence, Healthcare, Justice, Immigration, Transport, Citizen Services



Location

UK, Europe, Middle East, Asia Pacific, North America



Employee Count

40,000

About Serco

Serco Group plc is a British multinational defense, justice & immigration, transport, health, and citizen services company. It is headquartered in Hook, Hampshire, England. The company also operates in Continental Europe, the Middle East, the Asia Pacific region, and North America.

Serco's culture is based on a set of four values - Trust, Care, Innovation, and Pride - that shape their individual behaviours and hence the way the company behaves. They ensure they are all working from a commonly understood base that can be consistently applied across their organisation.



Winner Service Desk Team Leader of the Year 2022



"I was completely surprised when I was told by my company they had put me forward for this, and following success at getting through the shortlist phase, I was considering it a huge achievement at reaching the finalists among a group of people who had achieved so much.."



Fouzia Asghar
Information Assurance Consultant

Candidate Insight

Fouzia is our **Incident Management team leader**, and her team manages high-severity and major incidents through to resolution.

Fouzia has been with the organisation for a number of years but has only been a manager for 7 months. She is also one of our mental health first aiders. Fouzia is always approachable and makes time to listen to members of her team.

She is a very calm, thoughtful person and is extremely considerate with the team she has working for her. I know they all think a lot of her and have supported her in the transition from being a team member to a team leader.

She leads by example with her work ethic, always looking for ways to improve herself and her team. Over the last months, she has implemented a number of improvement ideas.



Duties

High severity and major incident management.



Leadership Style

Approachable and extremely considerate with the team she has working for her.



Work Ethic

Self-improvement and ideas for the team. Hardworking and driven and dedicated to Serco.

Innovation in their approach

Fouzia became a Team Leader during the pandemic, with all staff working remotely from home which brought with it some unique challenges that would not have ordinarily been faced.

Despite this, Fouzia has garnered tremendous respect from her team, and they managed to maintain and exceed targets on our key performance indicators against priority one and two incidents.

1

Pandemic and Remote work

Managing staff working remotely from home and overcoming unique challenges that would not have ordinarily been faced.

2

Coordination

Service level agreements and liaising with technical resolving teams to ensure incidents are resolved as soon as possible.

3

Communication

Keeping communication channels open and ensuring that collaboration tools are fully utilised





Professionalism & Values

As a **mental health first aider** and someone who is passionate about the health and well-being of her colleagues, Fouzia has initiated various 'pauses for thoughts' during the last couple of years.



Team Activities

In February 2020 Fouzia arranged a 'kindness activity' following the tragic events where Caroline Flack took her own life. She placed cards on her colleague's desks where they were asked to write something kind about another colleague.



Pulse Award

Fouzia has been nominated for and won a pulse award this year - this is a Global organisational award split by regional division with awards given in categories that reflect our organisational values. Fouzia won an award in the **Care** category.



A Moment of Reflection

Fouzia put together a recording of the Kitty O'Meara poem 'and the people stayed home' in video format with colleagues around the organisation (including the CEO) each reading separate lines, as they reflected on life and how it had changed as they dealt with the global pandemic. The result was incredibly emotional and thought-provoking and was shared globally around the organisation.



Diversity

Fouzia is also involved in our diversity and inclusion programs as a representative from Customer Services. This involved hosting open discussions around how colleagues feel or have been made to feel as well as considering how even our actions can have unintended effects on our colleagues.

Operational objectives

Pandemic and Remote Work

- New Service Desk analysts have been trained to perform high-priority Incident Management effectively.
- Service Desk OOH staff have access to on-call rotas and instructions.

Coordination

- Templates for all communications required to key stakeholders.

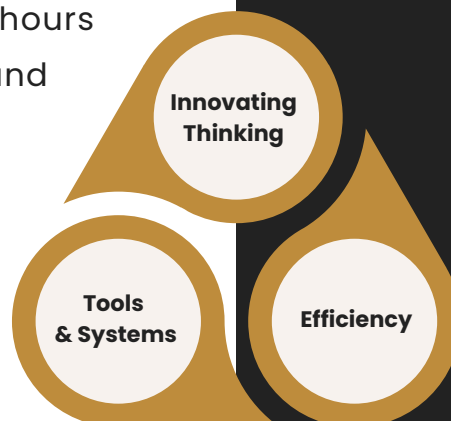
Communication

- Created an online chat room for the Service Desk and Incident Management teams to collaborate on Incidents
- Working closely with the Service Desk Management team as well as asking for ongoing feedback from the out-of-hours team to ensure that the coaching and reference materials were effective.



"Fouzia has demonstrated strong leadership skills over the past few months. Her willingness to look outside of herself and make those around you better is one of the most valuable contributions she's making."

*Amir
Colleague*



The Impact – The Team

Fouzia is well respected by her colleagues with each of them supporting her nomination for this award. Fouzia is very supportive of staff development offering secondments into Incident Management for Service Desk staff that are looking to specialise in **Incident Management**.

Fouzia led our organisation's activities related to health and well-being including ways in which we have collaborated and kept in touch during the pandemic. She coordinated and put together several videos including thought-provoking poetry and video blogs.

Fouzia is exceptional at using sometimes simple ideas and developing them into activities that carry tremendous weight and impact. She has gone above and beyond for colleagues all around the organisation throughout difficult times - times which must have been as difficult for herself as much as anyone else. She is completely selfless and a huge asset to our organisation.





The Impact – Customer Experience

Fouzia's team manages **all major incidents** as well as all priority one and two incidents where service outages and degradations are investigated and managed through to as speedy a resolution as possible while keeping all key stakeholders informed.

Fouzia is well respected not only amongst her colleagues within **Customer Services** but also by our technical teams, partner organisations and customers.

Resolutions

1

Fast and efficient whilst informing all stakeholders.

Working links

2

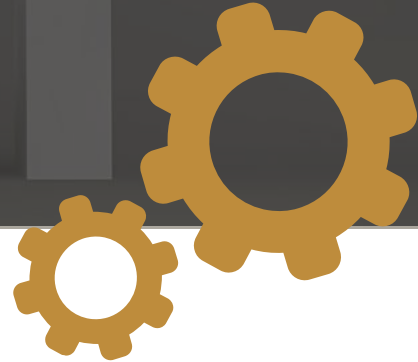
Ensuring that communication in both directions is as efficient and effective as possible.

KPI's and Targets

3

Maintaining service level targets for customer satisfaction. and These scores have never failed to meet the KPIs. Additionally, KPIs for high-priority incident resolution is also met regularly.

Service Improvements



Collaboration

Fouzia created a chat room within Teams for the Service Desk and Incident Management to collaborate more effectively which has increased our efficiency at reporting and resolving high-priority incidents which have benefited the customers by having these operational impacting incidents resolved as quickly as possible.



Training

Fouzia has also been committed to not only providing incident management training for the Service Des but also following these up with regular refreshers. She has also allowed Service Desk staff to shadow her team to get more of an insight into how the Incident Management team works.



Wellbeing

As part of her role as mental health first aider Fouzia has instigated many well-being activities, particularly during lockdown including a 'say something nice' campaign and various 'pause for thought' activities.

Measurable Success

Service Models

Fouzia contributed to the development of our service models through the production of documentation or processes, supporting her team with innovative improvement ideas and putting the customer first.

Employee engagement scores have improved and are above the company average. Fouzia takes members from the Service Desk team into the Incident team under full secondment or allows them to shadow to support the development of her colleagues.

Key metrics

The Incident Management team KPI is consistently being met since Fouzia took over as the team leader.



95%

Incidents resolved



93.7%

Customer satisfaction



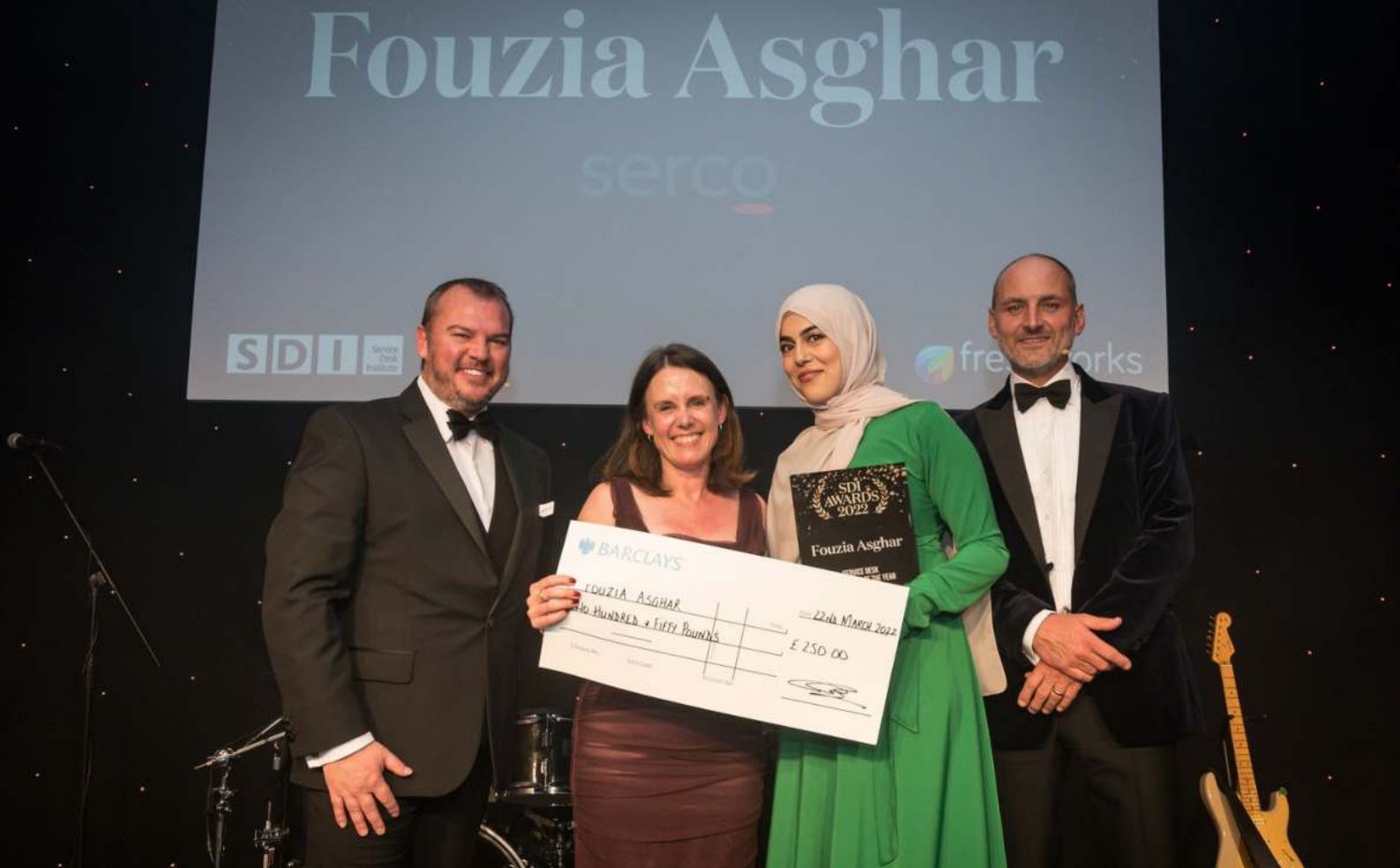
How was your experience of winning an SDI award?

I was completely surprised when I was told by my company they had put me forward for this, and following success at getting through the shortlist phase, I was considering it a huge achievement at reaching the finalists among a group of people who had achieved so much

I had no real expectations of winning. Just being selected in itself was an honour and processing the feedback I had received from within my team and, organisation at large was quite **an emotional experience**.

To have your name called out after being assessed by a panel of judges that only had your testimony to go by was a little overwhelming. It made me feel that all the work I had put into the role represented what I believed were the core attributes needed to be **the best team lead** I could be. To see that ratified in this way and to see the appreciation from within Serco so visibility takes a bit of time to reflect.





How has winning an SDI Award benefitted you?

It has helped enforce my belief that there are so many ways, styles, and methods to manage people. There is no one fits all approach. It allowed me to be doubled down on what I believed was right when building the relationships needed to interact with a team of people with diverse backgrounds and needs.

It helped to confirm that while my approach could be seen in some quarters as unconventional, that it could be universally accepted as being effective. Winning this award shone a light on why it is important to believe in the principles you hold true and how if they are developed with the right intent how universally relatable, they are.



SDI AWARDS JUDGE 2023

30 October 2023 | Eastside Rooms, Birmingham

Service Desk Analyst of the Year



Fouzia Asghar

Information Assurance
Consultant
Serco

REGISTER

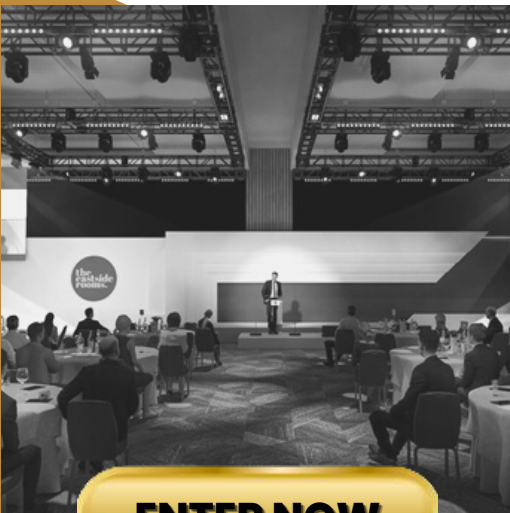


How does it feel to be invited as a judge?

It is a huge honour to be invited to be a judge this year and a responsibility I take very seriously. To have the opportunity to assess another candidate's submission, taking into consideration how I felt while going through this process, gives me the opportunity to input in a new, but exciting, capacity.

I feel a certain burden of responsibility and understand that this level of scrutiny can be daunting, to say the least. I hope that I can bring a slightly different view to the table and look for attributes that stem from my own experiences. I would like to think that having this opportunity to input into the process will help us continue to improve how we shape the concept of 'manager' in the future.

Your chance to win a SDI 2023 Award begins right here!



ENTER NOW

Do you believe you or someone on your team deserves to be **recognised** for their accomplishments? Now is the time to submit your entries and celebrate with your team at the SDI Awards this October!

SDI Awards & Gala Celebration
30 OCTOBER 2023

Eastside Rooms | Birmingham, UK

SDI AWARDS 2023



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