SDI AWARDS 2023

WHAT MAKES A
WINNING ENTRY?

CASE STUDY

Runshaw College
Winners of Best Service Desk
Small-Medium 2022

RUNSHAW
COLLEGE

SDI | Service Desk Institute

Divisions

Further and higher education college

Location

3 centres based in Leyland and Chorley

Supports

7,000

Runshaw College is a further and higher education college based at three centers in Leyland and Chorley, Lancashire, England.

Its main campus in Leyland is a sixth form college catering for students aged 16–19. The Euxton Lane, Chorley, campus is the centre for adult and higher education. The site also hosts the Runshaw Business Centre, meeting the needs of local small and medium-sized enterprises; and Runshaw Training offering apprenticeships and vocational training.

Winners of Best Small-Medium Service Desk 2022

SDI AWARDS 2023

"Our Certification auditor described our documentation as some of the best he has ever seen and that we are also one of the few IT Services Teams to have truly grasped how our processes, procedures and programmes align strategically to the business."

RUNSHAW COLLEGE

Success Profile

Despite the pressures and changes seen as a result of the pandemic, our Service Desk and wider IT Services teams have pushed the boundary forward in our approach to Service Management and Customer Experience. Our SDI Certification score has risen rapidly across our journey from an uncertified level at assessment to 3.15 at certification and 3.8 at first surveillance.

We have made great improvements in not only our complete understanding of the business which we support, but also in the way we have pulled together our documentation and reporting suite. Our Certification auditor described our documentation as some of the best he has ever seen and that we are also one of the few IT Services Teams to have truly grasped how our processes, procedures and programmes align strategically to the business.

Achievements

1

Tickets and Resolutions

Teaching and Learning affecting tickets SLA compliance hit over 98% - a key driver for our alignment with the College's core business.

2

Ratings

In the 20/21 academic year, 14 staff handled nearly 22,000 IT tickets (plus 4,500 tickets for colleagues in other teams), maintaining an average satisfaction rating of 4.93/5 and 95% SLA Compliance

Strategic Alignment

The College has solid Mission and Vision statements that have stood the test of time. IT Services created our own Mission and Vision statements that align closely with the College's statements, unpinning and aspiring to what are the most important aspects of and to the business.

Our Mission helps underpin all elements of the College's strategy; **Quality, People, Innovation, Community, Sustainability and Finance**

Every August and February the Service Desk's Strategic Approach is reviewed and updated by the Service Desk Team Leader and Head of IT Services, in line with the new IT Services Strategic Plan being agreed (July) and the Head of IT Services updating the Strategic Plan Action Plan in those months. The Request Fulfilment Process is invoked to carry out the above when the trigger is received to carry out. This is in the form of a Jira scheduled ticket.

1

Mission

Commitment, flexibility and a hard working approach enable us to support all areas of the College, underpinning teaching/learning and functions by providing a SAFE (Secure, Agile, Functional and Excellent) service, whilst innovating, automating and always seeking value for money..

2

Vision

We strive to be the standard bearer in terms of Security, Agility, Functionality and we aim to bolster the College's reputation for Excellence. We are driven to provide technical and practical solutions to all areas of the college, applying a logical approach to tickets both simple and complex.

Goals

Security

- Enhance the Confidentiality, Integrity and Availability of all College Systems, Infrastructure and IT Services.
- Provide advice and guidance to all teams on matters of Data Protection and Information Security.
- Adopt and Adapt best practice approaches to Change & Release Management to maintain a secure and stable environment.

Agility

- Champion the use of Agile Tools & Methods to bring about improvements to the creation of Software and provision of Services
- Explore the use of Lean to further refine existing strong Practices & Processes.
- In line with ITIL best practice guidance carry out Value Stream Mapping.
- Identify Improvements and possible Automations in order to focus efforts on Customer Interaction.

Functionality

- Align closely with the Strategy of the Technology for Learning group to ensure that the provision of technology to support Teaching and Learning is appropriate and also supported.
- Provide a stable core operating system, adopting new technology for Productivity and Collaboration.
- Provide best value, environmentally focussed options for Print, reducing reliance on third parties and increasing quality. Maintain and Curate the Development Roadmap taking guidance from Senior Leadership as to priorities.

Excellence

- Continue our work as the de-facto Service Management Office, providing advice, guidance and support to all College areas.
- Focus always on the College's business in order to provide Excellent, Focused Service.
- Referencing the IT Services Code Of Conduct maintain a strong IT Services culture, having deep-rooted alignment to the Colleges Values.
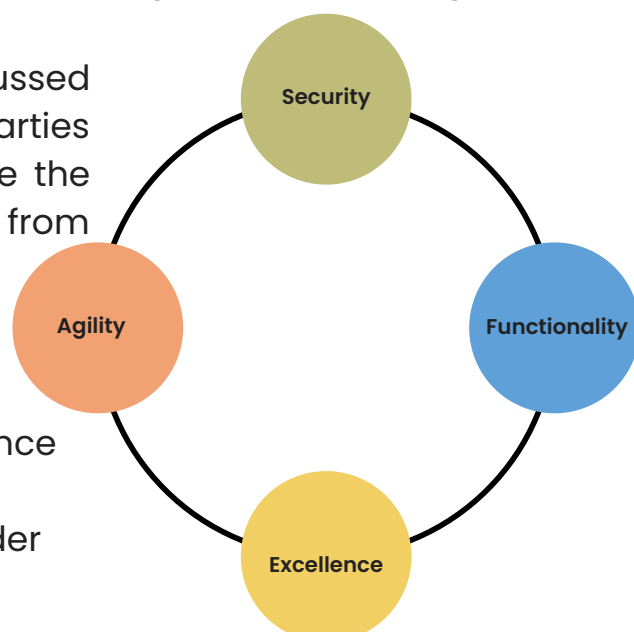
Customer Experience

Our Customer Experience strategy is simple, it is about knowing our customers, their needs and ensuring that they are satisfied. This helps us to understand and engage with our Customers, ensuring that we help to facilitate exceptional teaching, learning, support, as well as outstanding technologies and facilities; ensuring staff can carry out their jobs in a highly effective manner.

This helps us be innovative in the right places and for the right things, helping to ensure that we don't negatively impact technology and teaching in any way, it helps stop us or being innovative without adding value.

We run an automated event-based survey with every Jira ticket. We have a process in place to manage praise and compliments, based on the star rating provided by the customer following an IT Services ticket. The following star ratings are reviewed:

- Five star - classed as a compliment, only reviewed if feedback comments are written.
- One or Two Star - classed as an expression of dissatisfaction, all are reviewed.

As well as compliments an expression of dissatisfaction, we also handle feedback and suggestions; both of which feed directly into our CSI Register. All of these are reported and reviewed as part of our monthly report suite management process.

MEASURES

Event based survey

Star ratings

Measurements of Success

Method	Description
Biennial Survey	Every two years a survey is sent out to all staff about all Functions (although only one Function survey at a time is send out)
Event Based Surveys	Ratings and comments feed into our Feedback Management and CSI Processes.
Students	Runs on the 4th of each month, emails 10 random students who raised tickets in the previous 30 days.
Staff	Runs on the 4th of each month, emails 10 random staff who raised tickets in the previous 30 days.
Self-service Portal Experience	Every three months: Email 10 random staff and 10 random students for feedback on their self-service portal experience

Example

A customer suggestion as part of completing one of our periodic surveys was relating to the support for early morning (out of hours) Facilities events. This suggestion triggered a more flexible Service Desk rota which not only enabled us as a department to support early morning events, but also to support the business in general for an increased number of hours during the day. This also had the added benefit of providing our Service Desk staff with greater flexibility; leading to all-round increased productivity and satisfaction.

Staff Engagement

Monthly Service Desk One to One Programme
Used to feed information to and from the Service Desk Operators. A number of standing items are discussed, including Praise and Compliments received, Quality Check Results, future plans, any upcoming charitable contributions and development requirements.

Skills Matrix is reviewed
Ensuring that the Service Desks are at the required levels in order to fully support the business; any training gaps can be identified via this process. The One to One also includes periodic reviews of upcoming service transitions as well to identify any potential future skills gaps.

Bi-annual appraisal process
Other targets and achievements are reviewed and measured, any major training requirements, etc.

Ideas and Innovations
The college also operates an annual innovation day and the Service Desks are heavily involved in this, providing representation on behalf of the department at the Runshaw Innovation Forum.

Consultation Approach
IT Services operates a consultative environment and approach, individual staff are are consulted on the vast majority of decisions that are likely to affect them and their views and opinions and not only encouraged by valued.

Mental Health
As a department we recognise the importance of our staff having positive mental health and the associated benefits to the business, as well as the potential negative effects on the business should people's mental health suffer.

Staff Engagement:
Contribution to staff's mental health and wellbeing

- Weekly health and wellbeing email including stress coping techniques, mental health awareness, etc.

- Webinars made available for all staff Access to Employee Assistance Programme (including Counselling sessions, GP discussions, etc)

- Osteopath appointments Chiropody appointments Pursuit of happiness training Cross-college walking clubs

- Stand-up desks offered to all members of IT Services (and utilised by most)
- Regular and Flexible home working
- Flexible Lunchtimes
- Flexible Breaks

"Not only do we look out for each other's mental health we also play an important role in support the mental health of our customers. We have one of the college's mental health champions on the Service Desk and we also support staff as much as possible when they contact us; on-site our room is very much a safe haven for staff members and on the phones particularly during the early lockdowns it became apparent just how much the Service Desk is valued and skilled at having a positive impact on our customer's mental health."

Continual Service Improvement

CSI-2909 was identified and driven by the Service Desk Team Leader. For years the feedback from our smaller Campus was always as such that they felt they got a lesser service, like they were the poor relation; in some respects they were right with resolution times typically taking longer for example. This was not purposely done but a symptom of the geographical location as well as the workload (heavy) majority being based on the Leyland Campus.

The Service Desk Team Leader identified the issue and drove forward a change to the support model where it was driven by the Service Desk rather than IT Infrastructure. This has seen a steady increase in perception from our smaller Campus whilst also ensuring that IT Infrastructure visits to the site (which involves a drive there) are carried out more efficiently. There is also a visible improvement in other metrics for our Chorley Campus including SLA Compliance and Ticket Handling Time, etc.
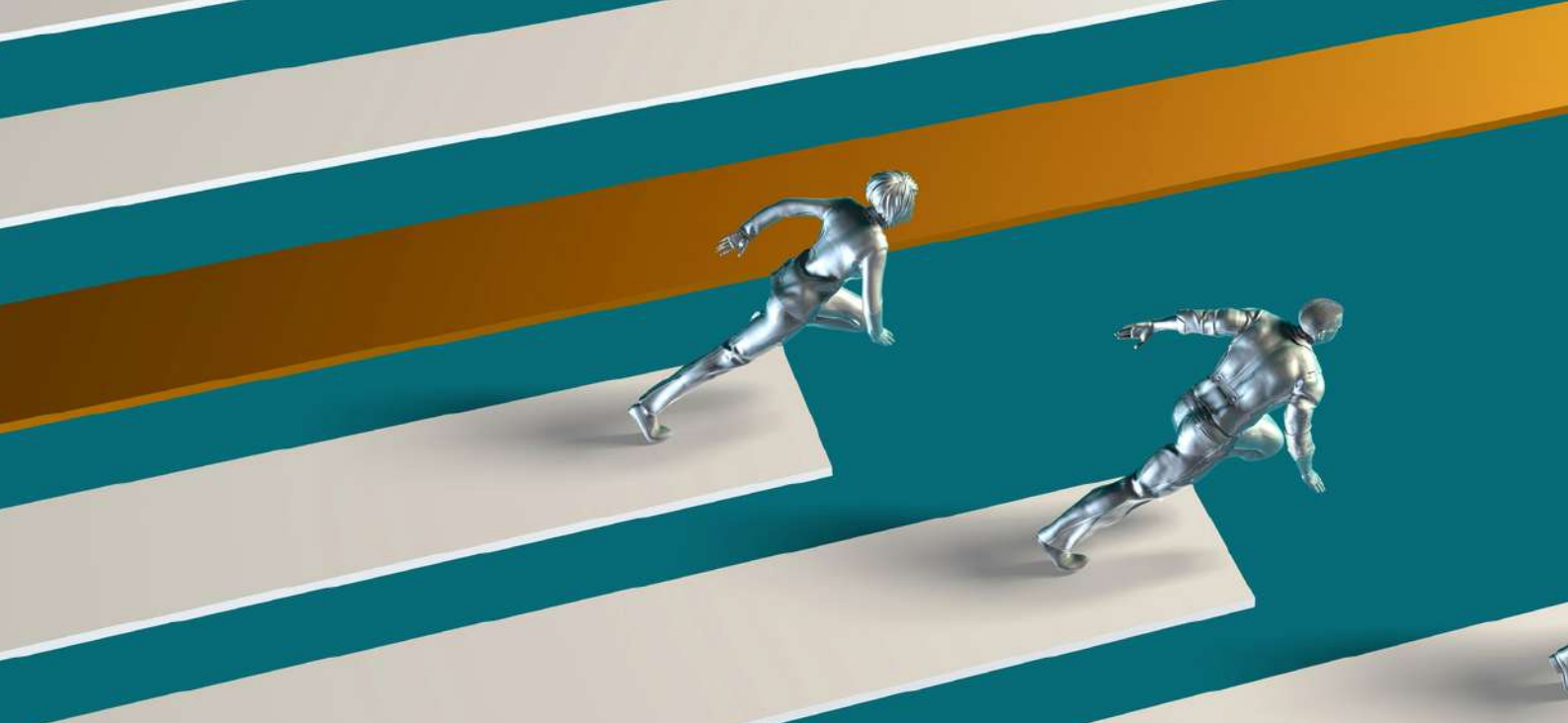
Problem

LESSER SERVICE =
GEOGRAPHICAL
LOCATION & WORKLOAD

→

Solution

IT INFASTRUCTURE
VISITS TO THE SITE

Performance

We have an extensive reporting suite and also operate a mature monthly process. We have a large range of metrics including number of tickets, response times, resolution times, first touch resolution rates, satisfaction, cost per ticket, etc. The metrics are commentated on and shared with the Senior Management Team as well as our customer stakeholder group. Individual metrics are reviewed as part of the Service Desk One to One Programme.

The results of the Quality Assurance Programme also feed into the One to Ones; random tickets are quality reviewed every month. Ticket areas reviewed include Category, CMDB Items, Customer Contact, Description, Knowledge Use/Creation, Prioritisation, Resolution, Spelling &Grammar, Status Use and Subject. A list of random tickets to review is generated each month including open, resolved and bounced.

With the volumes and complexity we have and are experiencing, the stats we have returned above are nothing short of phenomenal. We are extremely proud that as a department we have the ability to continue to underpin the business in the way that we do, our ability to prioritize during high pressure times is second to none, ensuring that the impact of tickets on Teaching &Learning (one of our most key reported on metrics) has remained at an absolute minimum.

Average Satisfaction

★ ★ ★ ★ ⯪

4.93%

Overall Resolution Target Rate

95%

Innovation

Horizon Scanning and the monitoring of Industry Innovation
These are an essential tool for the future progression of IT Services. A number of techniques are utilised to keep abreast of developments.

Walk-In Customers
A major improvement has been the way in which we deal with our walk-in customers. This has all culminated in a professional concise walk-in area that is warm, welcoming and eye catching,

In consultation with the rest of the Service Desk Staff we revamped the walk-in area; created an IT Services branded counter with storage in the back. This has created efficiencies in the way we support customer walk-ins, issuing loan equipment, fixing/replacing equipment with issues, etc.

Any new strategies, software and processes are logged as CSI tickets and added to our Automations Roadmap; this is reviewed at least on a bi-annual basis by the IT leadership meetings, consultations and discussions are then held with the team and plans put in place.

We have also created a customer engagement wall where staff and students are encouraged to write comments in chalk, provide feedback, illustrate, etc.

Supporting Documents

Please see the supported evidence that Runshaw College submitted in their entry below.

Critical Success Factors & KPIs

Page title	Critical Success Factors & KPIs
Version	1.28
Author	Alex Harding
Review date	July 2023
Page Owner	Alex Harding

CSFs / KPIs Visual

RACI Matrix

Further information on our RACI Matrix definitions, etc is available on our RACI Matrices - Information & Definitions page if any there is any ambiguity for anyone viewing one of our matrices.

Activity Responsible		Accountable	Consulted	
CSFs & KPIs document reviewHead of IT Services		Head of IT Services	IT Services Team Leaders	
Define CSFs & KPIsHead of IT Services		Head of IT Services	IT Services Team Leaders SMT	**Informed**

IT Services Staff

IT Services Staff

All staff via SLA

CSFs & KPIs

CSF	College Strategic Alignment	Desired Outcome	
Retain staff who keep a continual focus on customer needs.	**Quality:** Helps to facilitate exceptional teaching, learning, assessment and support for all learners. **People**	Sustain 5 star customer satisfaction levels of over 90%.	• **Associated KPIs** Less than 10% annual turnover of staff

	Part of the college goal is that every person matters; we want to retain staff who embrace this. **Community** We want to retain staff who will not only help build on existing stakeholder relationships but also to forge new ones.		• Average 4.5 satisfaction rating on all IT tickets
Respond rapidly to tickets affecting Teaching & Learning and ensure we maintain a robust stock of spares.	**Quality** Helps to ensure that the College's strive for exceptional teaching, learning and support is not adversely affected (where possible) by faults to IT equipment, accounts, physical facilities, as well as requests. The college aims to provide a high-quality and responsive curriculum, we aim to provide a high-quality and responsive service in line with this. **People** The business invests heavily in staff professional development and puts great emphasis on their ability to carry out their jobs in a highly effective manner. **Quality**	Exceed target SLA for tickets affecting Teaching & Learning.	• Meet 90% resolution target for Teaching & Learning affected tickets • Meet 85% response time target for Teaching & Learning affected tickets • Meet 85% one hour triage time target for tickets affecting Teaching & Learning • Average 4.75 satisfaction rating on Teaching & Learning affected tickets
Provide value for money across all IT Services and Print Shop processes.	This Process aligns to the Quality goal as it helps to ensure that we properly seek out value for mnoney with not only the purchase of, but also the warranty of outstanding facilities and technologies to support teaching and learning. **People** It also aligns to the People goal for the College strategy as it also facilitates training and development for the year. **Finance** Directly aligns to the Finance goal as value for money contributes greatly to maintaining financial stablity and health. **Quality**	Meet financial targets, complying with Procurement processes. Realise savings on Software and Hardware costs.	• Cost per PC per year average to be less than £200 • Total annual cost of desktops and laptops to be less than £520,000 • Total cost of Software Purchases, Licenses and Maintenance to be less than £380,000 equating to a greater than 5% underspend
Meet business support needs in terms of ticket logging, handling and resolution.	Helps to ensure that the College's strive for exceptional teaching, learning and support is not adversely affected (where possible) by faults to IT equipment, accounts, physical facilities, as well as requests. The college aims to provide a high-quality and responsive curriculum, we aim to provide a high-quality and responsive service in line with this. **People** The business invests heavily in staff professional development and puts great emphasis on their ability to carry out their jobs in a highly effective manner. **Innovation** A key college strategic goal is providing an environment that facilitates Innovation by all staff, IT Services are at the forefront on this and there is a constant drive to innovate and automate wherever possible to seek out the most efficient ticket handing, which subsequently passes the time saving benefits to the customer both directly anCd hinadnirgecetdly .By	Ticket targets to be met, all special events to be covered (i.e. IT Services on-site presence).	• Meet Service Desk 30% target for first touch IT fixes • Meet 90% resolution target for all IT tickets • Meet 85% response time target for all tickets • Customer ticket chase ups do not exceed 2%

SECURITY:
· Enhance the Confidentiality, Integrity and Availability of all College Systems, Infrastructure and IT Services.
· Provide advice and guidance to all teams on matters of Data Protection and Information Security.
· Adopt and Adapt best practice approaches to Change & Release Management to maintaina a secure and stable environment.

AGILITY:
· Champion the use of Agile Tools & Methods to bring about improvements to the creation of Software and provision of Services.
· Explore the use of Lean to further refine existing strong Practices & Processes.
· In line with ITIL best practice guidance carry out Value Stream Mapping.
· Identify Improvements and possible Automations in order to focus efforts on Customer Interaction.

FUNCTIONALITY:
· Align closely with the Strategy of the Technology for Learning group to ensure that the provision of technology to support Teaching and Learning is appropriate and also supported.
· Provide a stable core operating system, adopting new technology for Productivity and Collaboration.
· Provide best value, environmentally focussed options for Print, reducing reliance on third parties at the same time increasing quality.
· Maintain and Curate the Development Roadmap taking guidance from Senior Leadership as to priorities.

EXCELLENCE:
· Continue our work as the de-facto Service Management Office, providing advice, guidance and support to all College areas.
· Focus always on the College's business in order to provide Excellent, Focused Service.
· With reference to the IT Services Code Of Conduct maintain a strong IT Services culture, having deep-rooted alignment to the Colleges Values.
· Aim for the stars, to achieve and maintain a Four Star, Business Led rating throughout Service Desk Institute surveillance audits.
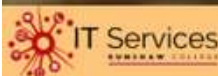
IT Services

Our Goals

Call us on 2257
or check help.runshaw.ac.uk

MISSION: Commitment, flexibility and a hard working approach enable us to support all areas of the College, underpinning teaching/learning and functions by providing a SAFE (Secure, Agile, Functional and Excellent) service, whilst innovating, automating and always seeking value for money.

VISION: We strive to be the standard bearer in terms of Security, Agility, Functionality and we aim to bolster the College's reputation for Excellence. We are driven to provide technical and practical solutions to all areas of the college, applying a logical approach to tickets both simple and complex.

IT Services

Our Mission & Vision

Call us on 2257
or check help.runshaw.ac.uk

IT Services
RUNSHAW COLLEGE

Strategic Alignment Process

IT Services
Mission and
Vision
Statements

College
Mission &
Vision

IT Services
Priority
Action Plan

Service Desk
Strategic
Approach

IT Services
Strategic
Plan

Process to
College Strategy-
Alignment Matrix

IT Services
Goals

College High
Level Strategy

SDI
Certified
business-led
service desk

Our processes help to underpin our high level IT Services strategy, which in turn aligns to and underpins the college's organisational strategy. Our IT Services Strategy is directly aligned with the College's strategy, as are our Vision and Mission Statements.

How was your experience of winning an SDI award?

The team and I were beyond delighted and a little shocked to win the award. As I couldn't attend, there was also a little delay before they stopped jumping about and WhatsApped me so that added to the suspense. The other candidates were all outstanding and from larger teams than ourselves. Hopefully that's a sign that we're in a strong place to right-size the best practice and something other small teams can aspire to.

Has winning an SDI Award benefitted you in any way?

Winning has certainly raised the profile of our team's work, both internally and across our sector too. We are always happy to share best practice and learn from others and it's opened some doors to push further!

SDI AWARDS JUDGE 2023

30 October 2023 | Eastside Rooms, Birmingham

Service Desk of The Year

REGISTER

SDI AWARDS 2023

Alex Harding
Head of IT Services
Runshaw College
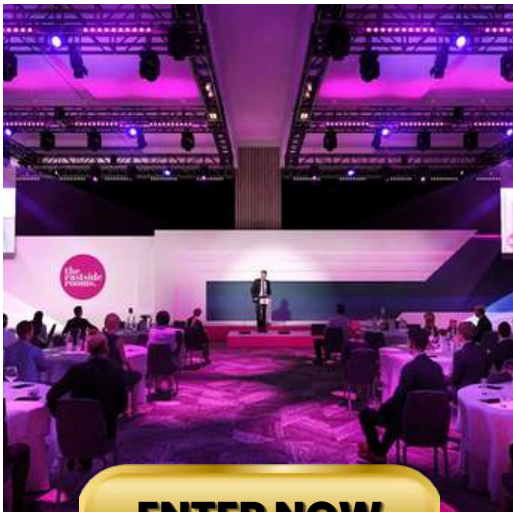
How does it feel to be invited as a judge to the 2023 Awards?

It's genuinely an honour. I'll be looking to learn as much as possible from the organisations who put their hats in the ring.

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

✉ **awards@sdi-e.com**

📞 **01689 889100**

SDI Awards & Gala Celebration
30 OCTOBER 2023
Eastside Rooms | Birmingham, UK

SDI Service Desk Institute