



# Service Desk Certification



Formerly The Help Desk Institute



## What is the Service Desk Institute's Service Desk Certification Programme?

The SDI Service Desk Certification programme is the only industry standard based programme designed to recognise truly excellent service desks. By achieving SDI's internationally acclaimed Service Desk Certification, you are able to demonstrate that your support operation is truly dedicated and committed to providing enhanced IT service and support in line with best practice industry standards.

The process of certification enables you to measure and improve the effectiveness of your service desk based upon the European framework for quality – the EFQM Excellence Model.

The Service Desk Certification (SDC) process looks closely at all aspects of service desk operation in terms of management, staff, resources, tools, training and delivery. It also reviews the development and integration of a number of key ITIL/ITSM processes including:

- incident and problem management
- change and release management
- service level management
- availability and capacity management
- configuration management
- business continuity and financial management
- knowledge management
- customer relationship management

SDC also reviews the approach to strategy, planning and continuous service improvement.

## The Perfect Complement to ITIL and ISO/IEC 20000

SDI's Service Desk Certification provides a clear and measurable set of standards for your Service Desk operation, most of which are not directly included in ITIL or ISO/IEC 20000.

If your organisation is embarking on the journey towards ITIL or ISO/IEC 20000, the SDC certification programme is perfect for you. As the Service Desk is at the heart of most ITIL processes and operations, certification provides you with a mark of quality for your Service Desk and an indication of the maturity of your organisation's ITIL/ITSM approach.

Offering your support staff clear targets and operational deliverables to achieve service excellence and best practice, as well as business efficiency and quality, Service Desk Certification is invaluable to every organisation implementing either ITIL or ISO/IEC 20000.

## A Mark of Quality

The SDI Global Standards Committee has developed 73 key standards according to the nine concepts of the EFQM Excellence Model which enables our auditors to measure your level of achievement in service desk excellence.

The EFQM Excellence Model is a practical tool which recognises sustainable excellence in all aspects of performance.

You can view the international standards at [www.sdi-europe.com/certification](http://www.sdi-europe.com/certification)

The model is based on the premise that:

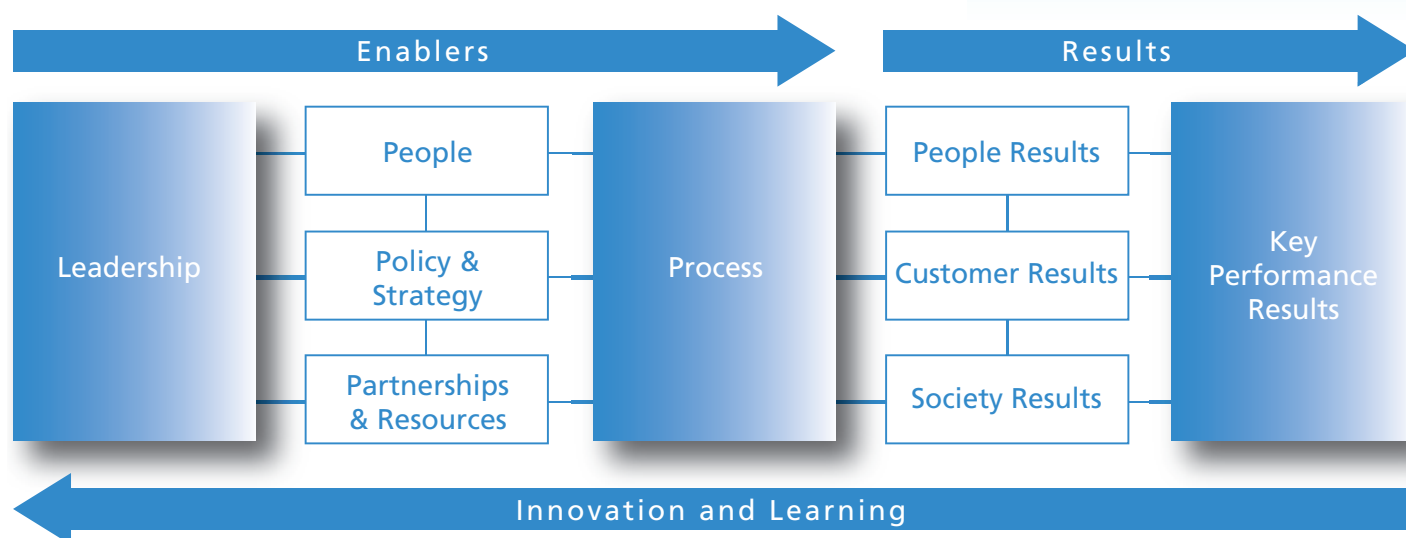
“Excellent results with respect to performance, customers, people and society are achieved through leadership driving policy and strategy, that is delivered through people, partnerships and resources and processes”

## The Rewards of Certification

The reward of Service Desk Certification is the achievement of sustainable IT service and support excellence for you, your team and your organisation. The key business benefits include:

- Alignment of your support operation with organisational business objectives
- Demonstration of the value of your IT service to the business
- Increasingly satisfied customers, internal or external
- Increased staff motivation, team synergy and productivity
- Competitive advantage
- A route to achieving ISO/IEC20000

## The EFQM Excellence Model



## Four simple steps to achieving Certification

**1 Evaluation**  
Complete our free on-line SDC evaluation to discover the maturity of your service desk and to establish whether you are ready for certification. Complete a selection of simple questions based on the full certification audit and you will be given a guide to your current performance and service desk maturity levels.

**2 Assessment**  
Once you have decided that certification is appropriate for you, SDI's auditors will carry out a preliminary assessment of your service desk providing you with a benchmark for each of the nine key audit areas. This initial assessment provides you with the opportunity to make improvements recommended by the auditor to key areas of your operation before completing the full audit.

**3 Audit**  
The audit reviews your service desk operation and assesses your 'enablers' and 'results' according to each aspect of the dynamic EFQM Excellence Model. The auditor will conduct interviews with your team and your customers about their service experiences, review your service level reporting and carry out desk-side observations. The auditor will ask over 300 comprehensive questions in order to assess your service desk's maturity rating.

**4 Certification**  
Following the audit and the auditor's final report (approved by a SDI Master Auditor) you will be presented with your Certification award. A real moment for celebration, the presentation of your certification is a great opportunity to encourage senior management and the whole of your IT service operation to share in your achievement and success.



### Service Desk Certification Maturity Model

The level of Service Desk Certification you achieve depends upon the level of excellence and maturity that your service and support operation has reached, according to SDI's Service Desk Certification Maturity Model.

Your service desk will be awarded 2, 3, 4, or 5 star certification status.

Reactive	Proactive	Customer Led	Business Led	World Class
<ul style="list-style-type: none"> <li>Initial development</li> <li>Minimal stats in full or reports</li> <li>Fire-fighting and chaotic</li> <li>Unable to change or influence operations</li> <li>Tools not helping</li> <li>Lack of process</li> <li>Staff attrition</li> </ul>	<ul style="list-style-type: none"> <li>Structured processes and procedures</li> <li>Developing reporting and analysis</li> <li>Better tools and implementation</li> <li>Establishing consistent performance</li> <li>Training and staff development</li> <li>Developing communications with IT and the business</li> <li>Stable staffing levels</li> </ul>	<ul style="list-style-type: none"> <li>SLAs and OLAs implemented</li> <li>Account management and reviews</li> <li>Customer surveys and reviews</li> <li>KPIs linked to SLAs and OLAs</li> <li>Staff reward and recognition</li> <li>Industry recognised measures</li> <li>Wider ITSM implementation</li> <li>Mature internal marketing</li> </ul>	<ul style="list-style-type: none"> <li>Service costs and business value reviewed</li> <li>High degree of accountability</li> <li>Performance and reward related to business value</li> <li>Demonstrable management of business risk</li> <li>Key part of development and implementation process</li> <li>Focal point on ITSM processes</li> </ul>	<ul style="list-style-type: none"> <li>Continual and repeatable business-led delivery</li> <li>Constantly reviewed and optimised services and operations</li> <li>Further commitments to quality and business improvements</li> <li>Continual service improvement embedded into the organisation</li> </ul>

### Continual Service Improvement

Once you have achieved certification, the programme doesn't stop there. In order to ensure you deliver sustainable service desk excellence, you will receive two follow-up audits on specific areas of improvement you have been working on – the perfect opportunity to increase your service desk's star rating.

### Certified Service Desks



Barclays,  
Lenovo (China)



O2, Tickets.com,  
Phase Forward  
Sodexo



North Yorkshire  
County Council,  
London Borough  
of Hillingdon,  
Parliamentary ICT,  
English Churches  
Housing Association



## Here is how some of our certified sites have benefited from Service Desk Certification:

“SDI’s standards are put together by the greatest brains in the industry and we have used these from the very beginning to benchmark just how well our IT Service Desk is performing. We are delighted that our industry colleagues have assessed our business as delivering to the very highest standards across the global Service Desk industry.”

Steve Wignall  
Head of Service Point  
Barclays Bank plc

“We value this type of process, both for the motivation of the team and to help us to learn new practices. This also gives us the chance to stand back from our operating mode and get an external review of what we do well and what we need to develop – we’re delighted to receive this honour.”

Madame Xiaochun Wang  
Senior Vice President  
Lenovo (China)

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