Service Desk Certification

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, certfication 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
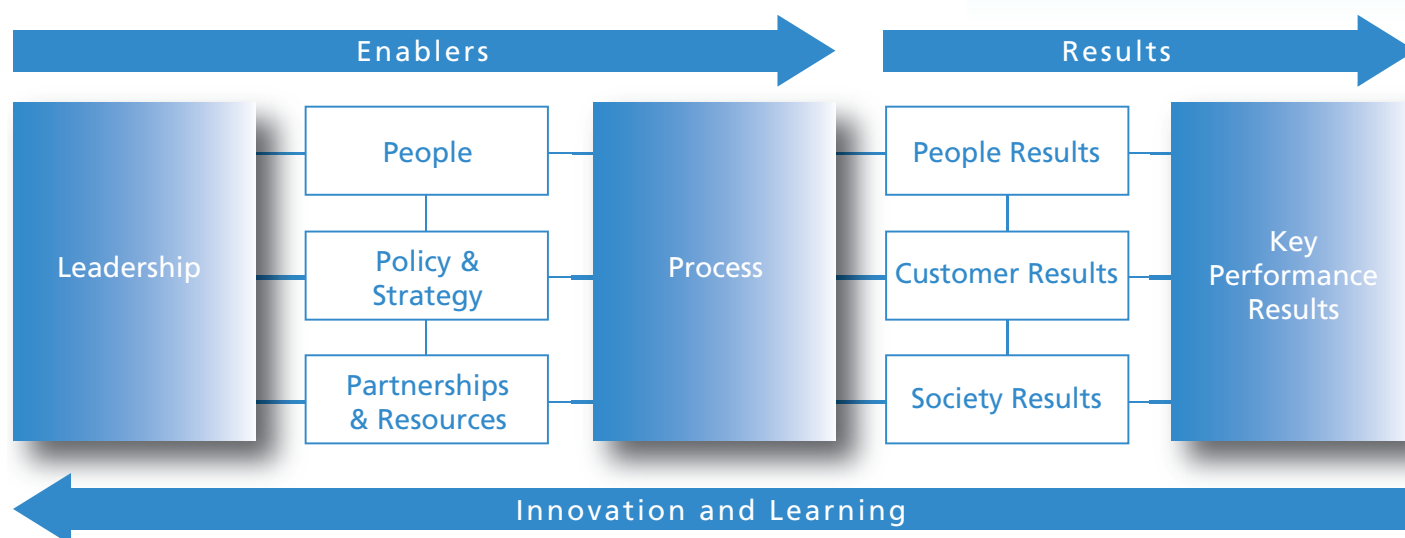
The model is based on the premise that:

"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

Enablers → Results →

Leadership	People	Process	People Results	Key Performance Results
	Policy & Strategy		Customer Results	
	Partnerships & Resources		Society Results	

← Innovation and Learning

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.

World Class
Business Led
Customer Led
Proactive
Reactive

Reactive	Proactive	Customer Led	Business Led	World Class
Initial development	Structured processes and procedures	SLAs and OLAs implemented	Service costs and business value reviewed	Continual and repeatable business-led delivery
Minimal stats in full or reports	Developing reporting and analysis	Account management and reviews	High degree of accountability	Constantly reviewed and optimised services and operations
Fire-fighting and chaotic	Better tools and implementation	Customer surveys and reviews	Performance and reward related to business value	Further commitments to quality and business improvements
Unable to change or influence operations	Establishing consistent performance	KPIs linked to SLAs and OLAs	Demonstrable management of business risk	Continual service improvement embedded into the organisation
Tools not helping	Training and staff development	Staff reward and recognition	Key part of development and implementation process	
Lack of process	Developing communications with IT and the business	Industry recognised measures	Focal point on ITSM processes	
Staff attrition	Stable staffing levels	Wider ITSM implementation		
		Mature internal marketing		

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

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For further information call us on +44 (0) 1689 889100 or email sdc@sdi-e.com

SDI e

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)