

From: **Gary Cooke, Cabinet Member for Corporate and Democratic Services**  
**David Cockburn, Corporate Director of Business Strategy and Support**

To: **Policy and Resources Cabinet Committee**  
**17th January 2014**

Subject: **Information and Communications Technology Service Desk - Customer Service Accreditations**

Classification: **Unrestricted**

**Summary:** Report on the success of the ICT service desk in retaining the Customer Service Excellence accreditation and four star certification from the cross industry Service Desk Institute.

**Recommendation:** The Committee is asked to note the report.

## **1. Introduction**

- 1.1 From 2006/7 the council's information services have maintained a sustained programme of continuous improvement to transform customer perception of the service provided – moving from a culture which prided itself on being 'no worse than the competition' to one which was 'obsessed with looking after customers.'
- 1.2 Strong customer focused activity was recognised with the service winning the Computer Weekly's public sector category for 'one of the best places to work in IT' 2007. This was followed up by seeking Charter Mark accreditation, now known as Customer Service Excellence (CSE). The Government wants services for all that are efficient, effective, excellent, equitable and empowering – with the citizen always and everywhere at the heart of service provision. With this in mind CSE was developed to offer services a practical tool for driving customer-focused change within their organisation.
- 1.3 In 2008, ISG was awarded the CSE standard – areas of good practice highlighted included our staff 'displaying a strong sense of customer focus.'
- 1.4 Also in 2008, ISG was shortlisted for 3 awards in the Computing Awards for Excellence.
- 1.5 In 2009, the Service Desk Second Line Support Team were one of three finalists in the SDi (Service Desk Institute) IT Service and Support Awards. These annual awards recognise, promote and acclaim excellence, professionalism and innovation in the industry, and celebrate the outstanding achievements of individuals and teams for the contribution they make.
- 1.6 Following on from the success of reaching the final in the SDi Awards, and to reinforce commitment to achieving excellence, the Service Desk took part in an initial

assessment for the SDi Service Desk Certification programme. This is the only industry, standards based, accreditation programme specifically designed to certify service desk quality. The Service Desk Certification Standards provide a clear and measurable set of benchmarks for service desk operation, many of which are not included in other industry best practice standards.

- 1.7 Effectiveness and maturity of a Service Desk is measured against globally recognised standards which contain nine key certification concepts: Leadership, Policy and Strategy, People and Management, Partnerships and Resources, Processes and Procedures, Managing People Satisfaction, Managing Customer Satisfaction, Performance Results, and Social Responsibility.

## **2. Recommendation(s)**

<p><b>Recommendation:</b> The Committee is asked to note the report.</p>
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## **3. Contact details**

Report Author

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