

# Learning & Development 2017

---

Inspiring service desks to be brilliant

# About SDI Training Courses

SDI's unique set of courses - some leading to internationally recognised qualifications delivered by APMG International - will make a real difference to your career whether you're an analyst, a team leader or responsible for an entire IT service department.

Service desk professionals at every level need to ensure they play an active part in driving their business forward by using the latest techniques, skills and practices so they can fulfil rising customer service demands. SDI's mission is to help IT service professionals achieve their goals and our learning and development programmes are here to help you every step of the way. From new entrants to the service desk to experienced managers there is something for everyone.

The SDI learning and development programme provides candidates with a structured IT service and support career path and progression route as they develop their skills and progress within their profession.

## Copyright Notice

The trade mark SDI Logo® is a registered trade mark of Customers International Ltd. Please see the list of countries where the trade mark is registered in the SDI website.

ITIL® is a Registered Trade Mark of AXELOS Limited.

All other product or service names are the property of their respective owners.

SDI assumes no liability for error or omission.

No part of this publication may be reproduced without the consent of SDI, with the exception of trade publications reporting on the data. In such cases, credit must be given to SDI.

# Our Trainers

## Carla Thornley

After leading the transformation of help desks and service desks across public and private sector organisations, Carla has developed a reputation for inspiring others, delivering outstanding customer service and striving for the highest standards of service.

## Susan Storey

Passionate about raising and maintaining service quality through updating and improving skills to deliver business value, Susan is an ITIL qualified professional with experience in all aspects of service management.

## Lynne Nash

With a background in customer service and service desks, Lynne has gained a wide range of experience in both industries. She now indulges her passion for developing people by training them all around the world and is a frequent speaker at SDI events.

## Ken Goff

With a 30 year corporate career behind him, Ken was a former Director of itSMF UK. With his passion and enthusiasm for IT service management Ken provides high quality engaging and sought after training.

## Donna Shoemith

An accomplished training and business consultant who has a passion for developing people and businesses, Donna couples excellent communication and interpersonal skills with a sound appreciation of how to link individual performance with teamwork.

# The SDI Training Experience

Why choose SDI for your professional development:

## Our reputation for excellence

As the world's largest organisation for service desk professionals, we have a global and renowned reputation for excellence.

## SDIs Industry Best Practice Global Standards®

All of our training courses are mapped against SDI's industry best practice standards, offering the service desk professional the reassurance that our courses are aligned with the skills and knowledge required in the ITSM industry.

## Current and up-to-date content

Each year we update our training courses in-line with the latest ITSM trends, developed around our research into what employers need.

## A practical focus

All of our training courses are driven by the practical needs of service desk professionals. This means our courses will provide you with practical tools and techniques which you can immediately apply to your daily role.

## Expert Trainers

All of our courses are taught by extremely experienced and sought after trainers who combine real-life hands-on service desk knowledge and experience with the latest learning techniques.

## Tailored and customised options

We offer tailored training driven by your service desk needs to help you build a bespoke learning programme that reflects your organisation's objectives and improve performance in the areas you require.

## Your choice of training venue

Located in several major cities throughout the UK, our venues have been carefully selected for their excellent transport links and high-quality learning facilities.

## Your choice of learning environment

To help you learn in a way that suits you there are a number of choices of learning environments, including virtual classrooms and the option for a trainer to come to your offices. Wherever you are located in the world there is something to suit you.

## Internationally recognised industry qualifications

You can rest assured that not only are you receiving knowledge and skills that will enhance your career and help you to develop personally and professionally, but also that your qualification will be recognised internationally.

# Service Desk Analyst

Transform the way you interact with your customers and gain a career enhancing qualification at the same time.

Review the four key concepts from the SDA standard: professionalism and roles, analyst skills, process supported technologies and enabling tools.

## What is it about?

The importance of delivering high quality customer service in today's support environment means that the responsibilities of IT support analysts are many. As a result a diverse skill-set is required to meet the constantly evolving and increasingly challenging demands placed on them.

This course will help analysts to develop practical skills whilst earning a certificate that endorses their commitment and depth of knowledge.

## Who is it for?

The SDA qualification course is for front-line IT service and support analysts with some experience in a first line or second line service desk environment.

This course is perfect for analysts looking to grow in their role and gain a recognised qualification in their profession.

*This course can also be run as an in-house course, see our webpage on in-house training for more information.*

**2 days - £1,154 +VAT**

SDI Members receive a 10% discount  
*Exams cost £99 +VAT*

For dates and to book call:  
01689 889 100 or email:  
training@sdi-e.com

## Course Modules

### Roles and Responsibilities

Learn everything you need to know about being an efficient and effective service desk analyst and the key concepts required to deliver service excellence.

### Relationship Management

Discover the importance of teamwork, customer relationships and cultural awareness, best practice customer service and dealing effectively with difficult situations.

### Effective communications Skills

Develop the core competencies for the effective communication required on the service desk including telephone, listening and writing skills.

### Effective Rapport

Learn how to deal successfully with a variety of people, behaviours and situations, including the difficult ones.

### Quality Assurance Activities

Review the importance of having quality processes, conducting customer satisfaction surveys and the value and benefits of metrics.

### Effective Process Management

Establish the need for processes and procedures and how to create high quality documentation.

### IT Service Management

Learn about the incident management process including the importance of accurate call logging, best practice procedures for escalations, problem, change and IT service continuity management, effective knowledge management, service level management and IT security management.

### Problem Solving

Examine the process and practice the techniques of creative problem solving.

### Service Desk Technologies

Identify common technologies and examine the methods of support used by the service desk such as remote support, desk-side support, online chat, self-service and self-help.

### Tool and Techniques

Gain insight into common service desk technologies and take a look at the basics of ACD and IP technology, and social media.



# Senior Analyst to Team Leader

Advance your skills as an experienced senior service desk analyst and develop your career options.

This course will prepare you for playing a more strategic role within the service desk and take the first steps into management.

**3 days - £761 +VAT**

SDI Members receive a 10% discount

For dates and to book call:  
01689 889 100 or email:  
training@sdi-e.com

## What is it about?

This unique two-day programme is designed to develop the experienced service desk analyst, in accordance with industry best practice, preparing them to play a more strategic role within the service desk in order to progress to team leader or service desk manager.

## Who is it for?

Experience service desk analysts, ideally for those who have already achieved the Service Desk Analyst qualification, who are looking to develop their knowledge of industry best practice and progress their career within the service desk.

*Please not that there is no qualification at the end of this course.*

## Course Modules

### Customer Relationship Management and IT Support

The strategic role of the service desk and its responsibilities to customers.

### Effective Communication Skills

Key theories and techniques to drive effective communication with customers.

### Presentation Skills

Creating and delivering powerful presentations.

### Service Desk Metrics

Types of metrics, their importance and how to use them.

### Problem Solving Techniques

Study critical and creative thinking skills, logical problem solving methods and root cause analysis.

### Report Writing Skills

Learn how to create powerful written management reports.

### Teamwork and Leadership Skills

Develop effective leadership and team-building skills.

### Customer Relationship Management Skills

Learn about the importance of customer relationship management in the support environment, managing requirements and expectations, techniques to develop win-win negotiation skills, and dealing with difficult customers.

### Assertiveness

Develop behaviours for effective and assertive customer service.

### Project Management Overview

Review a step-by-step guide to plan, control and manage projects effectively and efficiently.

### The Service Desk And The ITSM Marketplace

Examine the principles of ITSM, ITIL® and the benefits to the business.

### Promoting The Service Desk

Discover the essentials and benefits of marketing the service desk.



# Service Desk Manager

Master the key areas of service desk management and advance your career prospects.

Gain a complete tool kit for service desk management covering areas such as relationship building, employee development, service improvement, finance, tools and technologies.

## What is it about?

Being an effective service desk manager requires a broad range of talents, from people-oriented abilities with an awareness of marketing to financial acumen and presentation skills.

This course provides a thorough understanding of, and qualification in, the twelve core areas of service desk management.

## Who is it for?

This interactive four-day SDM qualification course is designed for existing and aspiring service desk managers and supervisors who wish to develop their understanding of service desk management best practice and how to run an effective support operation.

Suitable for those with at least three years experience in a service desk environment.

*This course can also be run as an in-house course, see our webpage on in-house training for more information.*

**4 days - £1,811 +VAT**

SDI Members receive a 10% discount

*Exams cost £99 +VAT*

For dates and to book call:  
01689 889 100 or email:  
training@sdi-e.com

## Course Modules

### Defining Strategic Requirements

Plan for the strategic development of the service desk to support an organisation's overall business goals.

### Developing a Strategic Role

Define the strategies and techniques for a successful support operation that is integrated with the organisation's overall business goals.

### Essential Management Skills

Examine key commercial management skills including integrating IT services, financial management, managing behaviours and communication.

### Integrating the Service Desk

Identify the need for relationship and network building.

### Promoting the Service Desk

Understand the promotional tool-kit available to the service desk.

### Quality Assurance Activities

Review QA programmes and practices including satisfaction surveys, benchmarking, monitoring methods, and service delivery models.

### Effective Management of Tools and Technologies

Review and evaluate the service desk technology market, ACD and CTI, service delivery communication channels, self-service and self-healing.

### Staff Recruitment, Retention and Development

Examine effective recruitment programmes, staff development, effective relationships with teams and individuals, and behaviour and performance management.

### Professional Development

Recognise the importance of on-going development for yourself and your team and explore coaching, mentoring and stress management.

### Leadership and Management

Discover how to be an effective leader and manager, improve your professional development, and hone your teamwork, coaching, mentoring and stress management skills.

### IT Service Management

Examine service desk responsibilities in key ITIL® processes.



# Service Level Management

Discover how to manage the processes and relationships involved in delivering high-quality services through the creation of professional agreements and contracts with this in-depth one-day workshop.

**1 days - £520 +VAT**

SDI Members receive a 10% discount

For dates and to book call:  
01689 889 100 or email:  
training@sdi-e.com

## What is it about?

Developing, writing and implementing the processes and associated documentation that define the expectations of customers, service providers and suppliers in line with industry best practice, and their ongoing management.

## Who is it for?

Aspiring, new or experienced managers, team leaders and supervisors, and those who are involved in customer relationship management or supplier management.

*“Excellent tuition: great discussion with real life experience”*

Patrick Montague, Service Desk Manager, Lancaster University

*This course can also be run as an in-house course, see our webpage on in-house training for more information.*

## Course Modules

### Service Level Management Concept

Learn about the key principles of SLM, investigate the key accountabilities and responsibilities of the process, recognise the importance of SLM to an organisation and the significance of the process.

### The Human Factor

Study the characteristics and skill set required for the SLM role, recognise the role and responsibilities of the SLM process.

### Key Documents and Stages

Summarise the purpose of the five key documents associated with the SLM process, and review the five key stages required for successful implementation: initiation, design and build, implementation, monitor and report, review and improve.

### The Five Key Documents

Learn the steps required to develop a ‘best practice’ set of documents and how to negotiate, develop and write the documents, and recognise why they are important to customer and supplier relationships.

### Barriers, Costs and Benefits

Identify the pitfalls, costs and benefits of creating a professional SLM capability. Calculate the potential costs involved in implementing SLAs and demonstrate the benefits.

### Implementing Service Level Agreement

Plan a strategy for ‘selling’ or promoting the concept of SLAs, OLAs and UCs and demonstrate the benefits they bring to customers, suppliers and internal support staff and develop a successful SLM implementation strategy.





# Customer Satisfaction Surveys

Prepare, plan and deliver powerful and engaging customer satisfaction surveys that will help you improve service levels in line with service desk best practice standards.

## What is it about?

This practical workshop provides the essential information and knowledge you need to create a comprehensive satisfaction survey programme for your customers.

## Who is it for?

This virtual one-day workshop is for everyone involved in the production and delivery of satisfaction surveys for customers of IT support services.

*“Probably the best course I’ve been on in a long time. I know exactly what we need to do as an organisation to make the best of CSS”*

Customer Satisfaction Surveys Delegate 2016

*This course can also be run as an in-house course, see our webpage on in-house training for more information.*

**1 day - £520 +VAT**

SDI Members receive a 10% discount

For dates and to book call:  
01689 889 100 or email:  
training@sdi-e.com

## Course Modules

### Objectives and Purpose

Understand the reasons for performing a CSS and explore the variety of surveys available.

### Customer Engagement

Explore the importance of selecting the right individuals to be involved in the survey and ensure customers are aware of your intentions.

### Buy-in and Communications

Examine the methods for establishing customer commitment in the execution of a CSS, and the significance of this up-front activity.

### Media and Delivery Vehicles

Review the options available for conducting a CSS and understand which vehicle to use and when.

### Frequency and Timing

Explore when and how often a CSS should be carried out.

### Size and Complexity

Understand the importance of the volume of questions and the depth of complexity required.

### Distribution and Response Volumes

Understand how to select an appropriate number of customers to survey and review the industry standards for expected response rates.

### Question Types and Answer Styles

Learn how to construct the body of the CSS with the most appropriate type of questions to ensure the required style of responses.

### Feedback Evaluation

Examine the most effective ways to analyse responses.

### Future Planning and Next Steps

Understand the importance of planning future activities and identify what is important as on-going responsibilities.





## In-House Training

SDI's in-house courses are simple to arrange and offer significant cost savings when training five or more people. We can also design a custom programme just for your IT service team.

For dates and to book call:  
01689 889 100 or email:  
training@sdi-e.com

Take your pick from any of our courses in this directory and customise a programme to your exact requirements.

### The benefits of choosing a bespoke course

Bespoke courses are simple to arrange and offer significant cost savings if you want to train five or more people. Alternatively, if you have a specific need for developing your IT service team we can design a programme just for you.

This allows you to not only save on travel and time away from the office but also ensures you get maximum value from your investment by focusing only on what your team needs.

We're proud of the results our bespoke in-house programme has achieved for our clients. With over 25 years experience working with IT service teams across a variety of industry sectors and in a number of different countries, we can advise what training will provide the best return on investment for you. Our training delivers results that make a measurable difference to any service desk.

## In-House Courses

### Team Building

People working for each other in teams is a powerful force; more than skills, processes or policies. It's the empowered teams that get the best results. This course is aimed at service desk managers looking to bring their team together by developing team and organisational goals and encouraging open communication. Teams are complex machines and it's not surprising that they occasionally need re-alignment or teambuilding.

### Effective IT Service Communication Skills

Create the right impression for callers and improve your service desk communication skills. Let's face it, you know your stuff. You know the ins and outs about what you are supporting. But what do you know about telephone answering techniques, effective questioning or how to deal with an irate customer? This course is designed for everyone who communicates directly with customers in a first-line internal or external customer service and support environment.

### ITIL for Service Desks

Develop an appreciation of the ITIL® framework and its essential processes - fast. This practical course is aimed at all levels of IT staff who are involved in the delivery or support of IT services. It is also suitable for everyone requiring an appreciation of ITIL Service Management.

### HR for Non-HR

This course is for any manager with responsibility for recruiting and managing staff requires and understanding of the basics of HR best practice; for those who need to know and understand the fundamentals of human resource management for use in their day-to-day role on the service desk.

### Service Desk Foundation

The course is suited to analysts looking to gain essential support skills and an entry-level professional qualification in support. This course is recommended for new analysts and customer service staff with less than 9 month's experience in an internal or external telephone customer support environment.



## Virtual Classroom

SDI now offers courses to everyone across the globe through our live online training. The virtual classroom offers a fully interactive, instructor led training experience, hosted through SDI's online Adobe ConnectPro training portal. Each delegate is provided with the resources and workbooks they need plus a collaborative online workspace where they can share ideas with fellow delegates.

For more information and to book call: 01689 889 100 or email: [training@sdi-e.com](mailto:training@sdi-e.com)

### Course Preparation

Prior to attending the virtual course, delegates are sent a full training course manual and hand-out pack containing the SDI standard that relates to their course to ensure delegates have a common minimum level of knowledge. These materials are used during the course too. Delegates are also given details of the virtual room to test their setup before the training begins.

### Examinations

If you are taking the SDA or SDM courses you will be provided with a voucher for the qualification exam which you can take at a time and a place to suit you through APMG International.

### Every delegate will need:

- Microsoft Windows based PC with broadband connection
- Internet Explorer 6.x or 7.x with ActiveX controls and VBScript enabled
- You may need administrative permission on the PC to allow the download of additional software (if required)
- Headset or speaker for your telephone for comfort
- Quiet place to work

## Terms of Business

### Bookings

Can be made by e-mail, fax, on-line, post or telephone and are regarded as provisional bookings until a valid purchase order, a valid BACS transfer, cleared cheque or cleared credit card payment is received by SDI (please note credit card fees apply).

Once the above criteria have been met the provisional booking will become a confirmed booking and you will be notified by e-mail. An online booking form can be accessed at

[www.servicedeskintstitute.com](http://www.servicedeskintstitute.com)

All confirmed bookings must include your account department's address, telephone number and e-mail address. If the contact or delegate details are different from the above SDI requires the contact's or delegate's address, telephone number and email address.

On completion of the above a pro-forma invoice will be raised as final confirmation of booking. At this stage the delegate's place is confirmed and is subject to the following cancellation policy (if applicable).

### Cancellations

If there is a need to cancel a confirmed booking, written notification is required by e-mail, fax or post and will only be confirmed as 'booking cancelled' after SDI has written to confirm. Please note that telephone cancellations will not be accepted.

Notification of cancellation is required at least five working days prior to the start of the training course (i.e. if training is on a Wednesday then notification would be required by close of business on the preceding Tuesday).

Cancellations are subject to certain charges (see adjacent table). Failure to attend a training course without prior written notification to SDI will be subject to a 100% non-attendance charge and payment will be required immediately. If payment has already been received by SDI then no refund is given.

### Substitutions

Clients may substitute the original delegate with another person at no extra charge. Written notification is required at least two working days prior to the start of the training course by either e-mail, fax or post and will only be confirmed as a 'transferred substitution' after SDI has written to confirm. Please note that telephone notification will not be accepted.

### Transfers

You may change the date of a booked training course only once, however, transfers are subject to certain charges (see adjacent table). If that transfer is cancelled or changed again, then the full training course fee is payable.

Written notification at least two working days prior to the start of the training course is required to transfer a delegate and must be in writing by either e-mail, fax or post and will only be confirmed as 'training course booking transferred' after SDI has written to confirm. Please note that telephone notifications will not be accepted.

### Payment

All training course fees must be paid in full prior to attendance of the training course unless mutually agreed in advance. If payment has not been received or your payment has not cleared SDI's bank (if paid by cheque) you will not be entitled to attend the training course unless agreed by SDI. In the event that you have elected to pay by BACS, proof of payment will be required from your bank prior to attendance.

### Overseas Delegates

All overseas delegates attending an SDI training course who reside outside of the UK will be required to pay for their training course in advance.

### Course Cancellation

SDI reserves the right to amend training content, tutor, venue, time, date, published price or to cancel a training course. Any changes will be advised before the training course start date.

### Transfer and Cancellation Charges

A percentage of the full training course fee is payable for transfers and cancellations in accordance with the schedule below. The number of days notice required to 'transfer' or 'cancel' a training course is as follows:

Days Notice Required	Transfer Fee	Cancellation Fee
61 + days	No charge	No charge
31 - 60 days	5%	15%
15 - 30 days	20%	50%
2 - 14 days	50%	100%
Failure to notify within 2 working days	100%	100%
Failure to attend transfer fee	100%	100%

### Special requirements and dietary requirements

Special requirements and dietary requirements can be met and arrangements for personal religious worship or disabled delegates can be easily made. Simply state your requirements at the time of booking and we will make all the necessary preparations prior to your arrival.

### Data protection

SDI does not sell, trade or rent your personal information to others. Your details will be added to the SDI database in order to process your request and to keep you up-to-date with relevant offers and details of our education, training, information and membership services. If you do not wish to receive any further information or offers from SDI, whether by post, email or telephone please notify SDI in writing to:

Database Services, SDI, 21 High Street, Green Street Green, Orpington, Kent BR6 6BG.

Or call +44(0) 1689 889 100