



UK Higher Education Service Desk Benchmarking Report 2014



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Give a little love
Why we should love our Service Desks



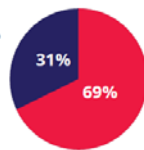


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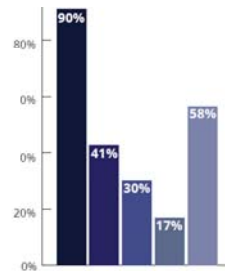
What are your opening hours/hours of service?

| Higher Education | |
|-------------------------------|-----|
| Office hours 9am-5pm | 37% |
| Extended office hours 8am-8pm | 35% |
| 24 hours | 19% |

Do you provide on-call support?
i.e. after hours.



■ Yes
■ No



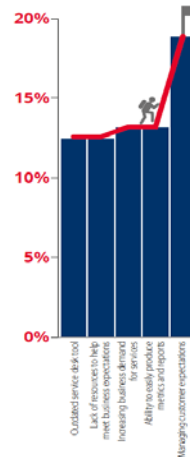
■ IT
■ Library
■ Student services
■ Student union
■ AV/media equipment



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Top 3 Challenges Faced by Service Desks

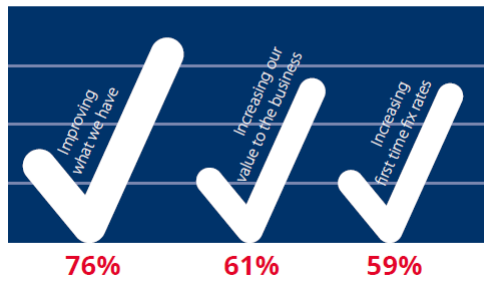
- 50% reported it was managing customer expectation
- 35% reported an increasing business demand for services
- 35% reported It was the ability to produce management information, metrics and reports





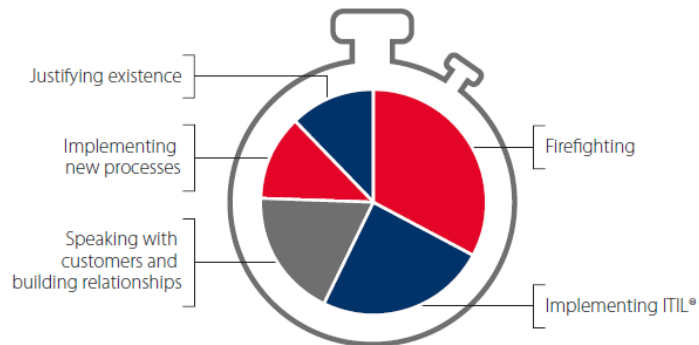
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What are your top 3 priorities for the 2013-2014 academic year?



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During the past 12 months, our Service Desk spent most of its time...





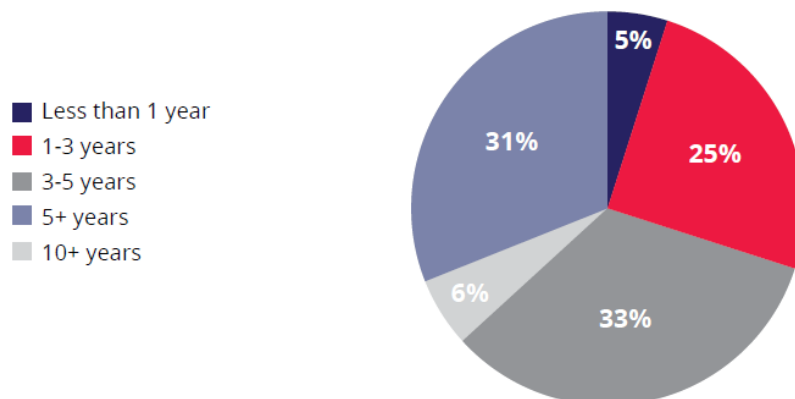
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| | Higher Education | Industry |
|---|------------------|----------|
| We do not adhere to any external quality standard | 21% | 12% |
| ITIL® | 70% | 62% |
| SDI Service Desk Certification/standards | 19% | 10% |
| ISO/IEC20000 | 4% | 5% |
| ISO9000 | 3% | 7% |
| EFQM | 1% | 0% |
| COBIT | 1% | 0% |
| MOF | 2% | 3% |
| COPC | 1% | 1% |



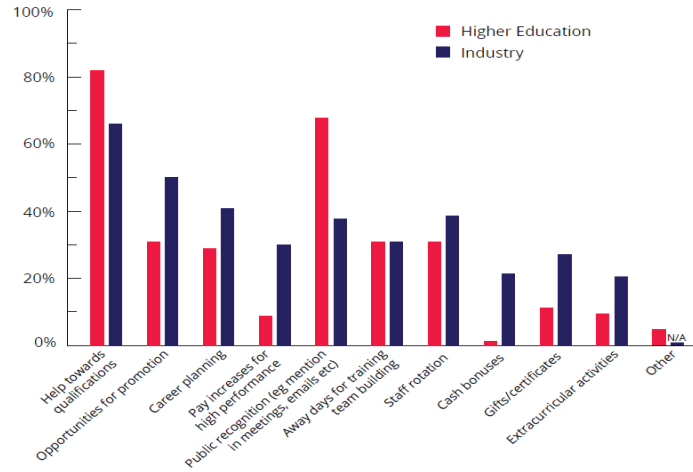
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What is the average time in role of your service desk analysts?





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What type of formal induction training, if any, is given to new service desk analysts?

| | Higher Education | Industry |
|------------------------------|------------------|----------|
| Service desk procedures | 91% | 75% |
| Buddy training | 82% | N/A |
| Product/service information | 52% | 62% |
| Customer service training | 45% | 23% |
| Telephone skills | 37% | 38% |
| Computer skills | 24% | 11% |
| Problem solving | 18% | N/A |
| Written communication skills | 6% | |
| Other | 6% | |

A+ excellent!



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How do you measure customer satisfaction?

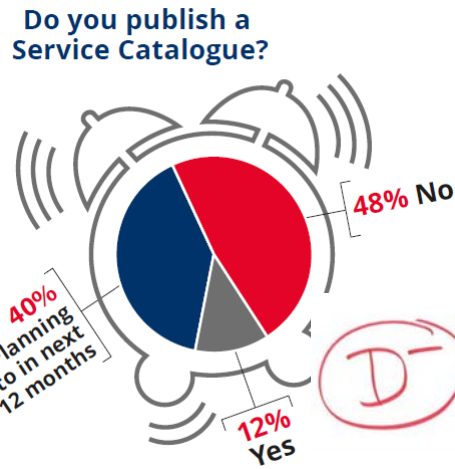
| | Higher Education | Industry |
|--|------------------|----------|
| Email/web based surveys | 73% | 79% |
| Call monitoring/listening in | 14% | 25% |
| Telephone surveys | 7% | 11% |
| Dedicated account/customer relationship managers | 33% | 30% |
| Social media monitoring | 30% | N/A |
| We do not measure customer satisfaction | 8% | 10% |



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Do you have formal, written SLAs with your customers?





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B



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LinkedIn



Blogger



Pinterest



Instagram

delicious

A+ excellent!



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