

Customer Satisfaction

Perception Versus Reality



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Introduction

Welcome to this collaborative survey between SDI and LANDesk software. The purpose of this report is to investigate the adoption and usage of customer satisfaction surveys in the ITSM industry, and to analyse why customer feedback is so important in improving and defining the service that is delivered to customers through our Service Desks. Another crucial component of this report is to understand the perception and reality of customer opinion regarding our Service Desk operations. This is important because there is a real need to demonstrate that perception and reality do not always match up – indeed this report finds that quite often there is a marked difference between the two. Thus, what we see is that how customers actually rate our service and our perceptions do not marry up: this suggests that either we do not fully understand our customers' opinions, or that we rate our service too low or too high. Knowing why this occurs and how it can be improved will provide some crucial insights into the importance of customer satisfaction.

Customer feedback is one of the most important mechanisms that we have to understand if we are meeting customer expectations and whether we are delivering the standard of service that is required. Having customer feedback mechanisms in place allows Service Desks to understand more about their customers and enables them to see how the service they deliver has changed over time and where improvements have been made. Ultimately then, customer satisfaction is the key driver for Service Improvement Plans (SIP) as everything that the Service Desk does should be predicated on enhancing the customer experience.

This report is based on a survey that was sent to over ten thousand ITSM professionals between January and February 2011. Through their answers we have been able to create a full and concise picture of customer satisfaction. Where possible, comparisons to our 2009 Customer Satisfaction survey have been made.

Key Findings

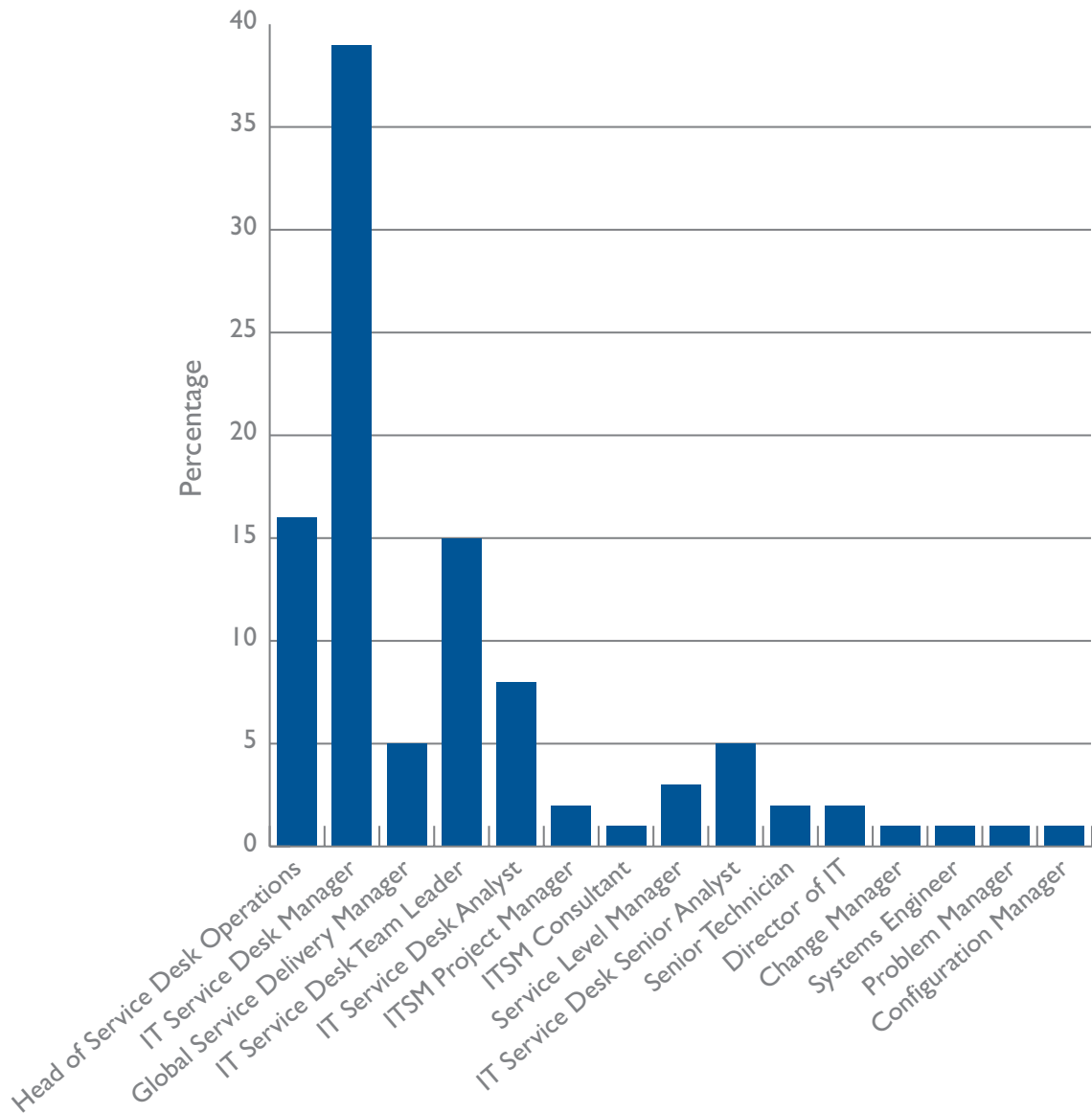
Perception Versus Reality

- Only 59 percent of respondents accurately matched perception and reality
- 24 percent of Service Desks undervalue the service they deliver
- 23 percent of undervalue service by 10 percent
- The remainder undervalue their service by up to 30 percent
- 8 percent of respondents overvalue their customer service by 10 percent

Customer Satisfaction

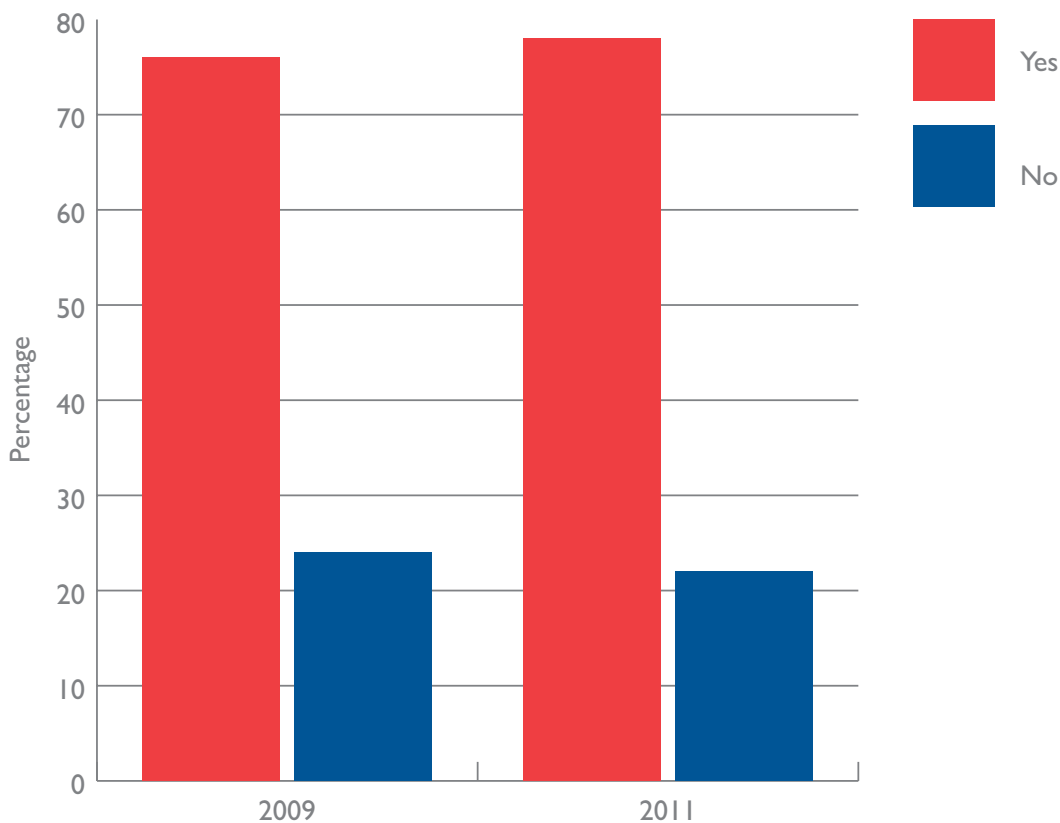
- 78 percent of Service Desks run customer satisfaction surveys
- The most popular choices of questions for surveys are centred around communication, etiquette and reporting of incidents
- The majority of Service Desks rate their promotional activities for surveys as 'good'
- Annual surveys are aligned with strategic business objectives
- The business is shown to be involved in the creation of annual customer satisfaction surveys
- Results of surveys tend to be trended over a period of time
- The overwhelming majority of desks collect complaints, compliments and suggestions from users and 54 percent feed these into a Service Improvement Plan
- 86 percent consider it very important that customers can feed back their opinions to the Service Desk
- 14 percent said that customer satisfaction was more important than meeting business targets

I. Please select the job title that most closely matches your current job title:



As the graph above highlights, our respondents were predominantly situated in the Service Desk industry with managers, analysts, team leaders, and head of service desk operations occupying the top four slots. This is a useful result as it informs us that the survey has been completed by the target audience for this survey – the Service Desk industry.

2. Does your Service Desk or IT Department run Customer Satisfaction Surveys?



As shown, an overwhelming majority of respondents run customer satisfaction surveys, and the numbers who do are slightly up on our 2009 survey. Still, it is very concerning that that 22 percent of desks do not run surveys, and this number has only slightly decreased from its 2009 level. The importance of customer satisfaction surveys can not be overstated – in a service industry such as ours the level of service that we deliver to our customers is of paramount importance. Additionally, if desks don't know what customers think of their service then it will prove incredibly difficult to justify and explain the desk's business value and the desk's strategic position.

Types of Customer Satisfaction Surveys

Event Based Survey

The Event Based Survey allows the individual to track trends in satisfaction with current services. They are regular, continual surveys (i.e. a follow up email after a call is closed). They should be short (4-10 questions), and quick and easy to complete. This type of survey is one of the most effective ways to 'keep a finger on the pulse' of customer perception.

One-time/One-off Survey

The One-time/One-off Survey is not completed at regularly scheduled intervals but undertaken for specific reasons such as a change in service provider. This survey is a very valuable tool to use after an outage, implementation, out-source or major roll out.

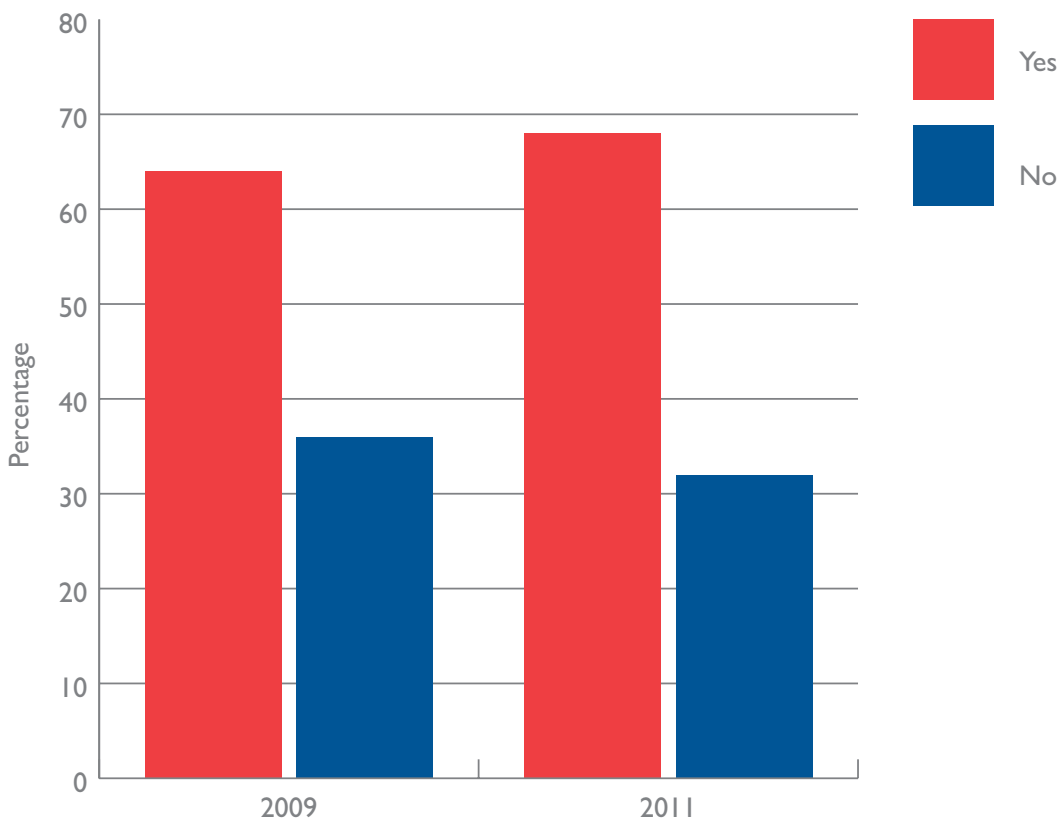
Focus Groups

A Focus Group is a select group of customers meeting and discussing predetermined issues. There will be someone from the Service Desk leading the questioning of the group, taking minutes and reporting the findings back to the team.

Periodic/Annual Survey

The Periodic/Annual Survey is planned and scheduled on a periodic basis, normally part of the annual budget cycle. Sometimes they are undertaken 6 monthly or quarterly. They are generally based on customer perception of the IT organisation and the Service Desk during the last year or period of time since the last survey of this type was undertaken. This type of survey should measure the same elements and allow an organisation to trend service improvements year-on-year.

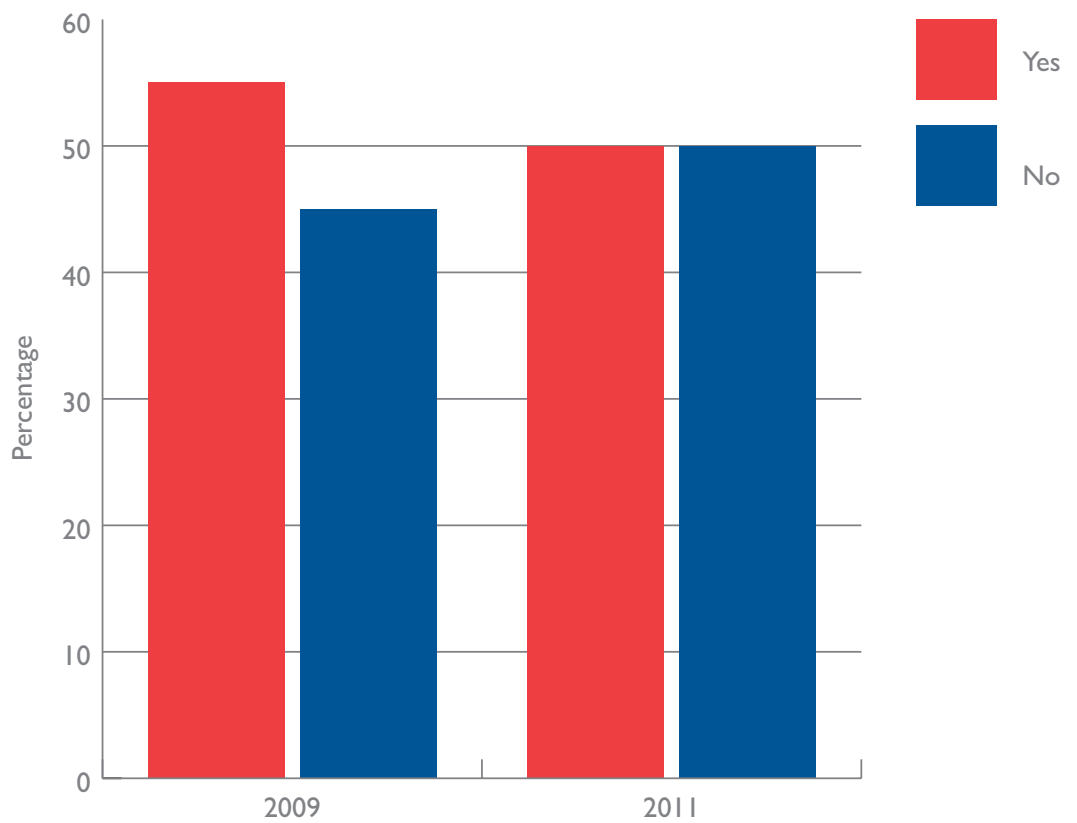
3. Does your Service Desk/IT Department run Event Based Surveys? i.e. is a follow up e-mail sent after a call has been closed?



Event based surveys are a useful tool for Service Desks who are seeking an immediate indication about the level of service delivered. Typically sent after an incident or problem logged by call or e-mail has been resolved, these surveys often allow customers to pick between a few options as to whether the fix was satisfactory and their opinions on the professionalism and customer service skills of the analyst who they have been dealing with. The idea of these surveys is that the incident is fresh in the customer's mind so they will be more likely to respond to the survey and give an accurate and fair appraisal of the service delivered.

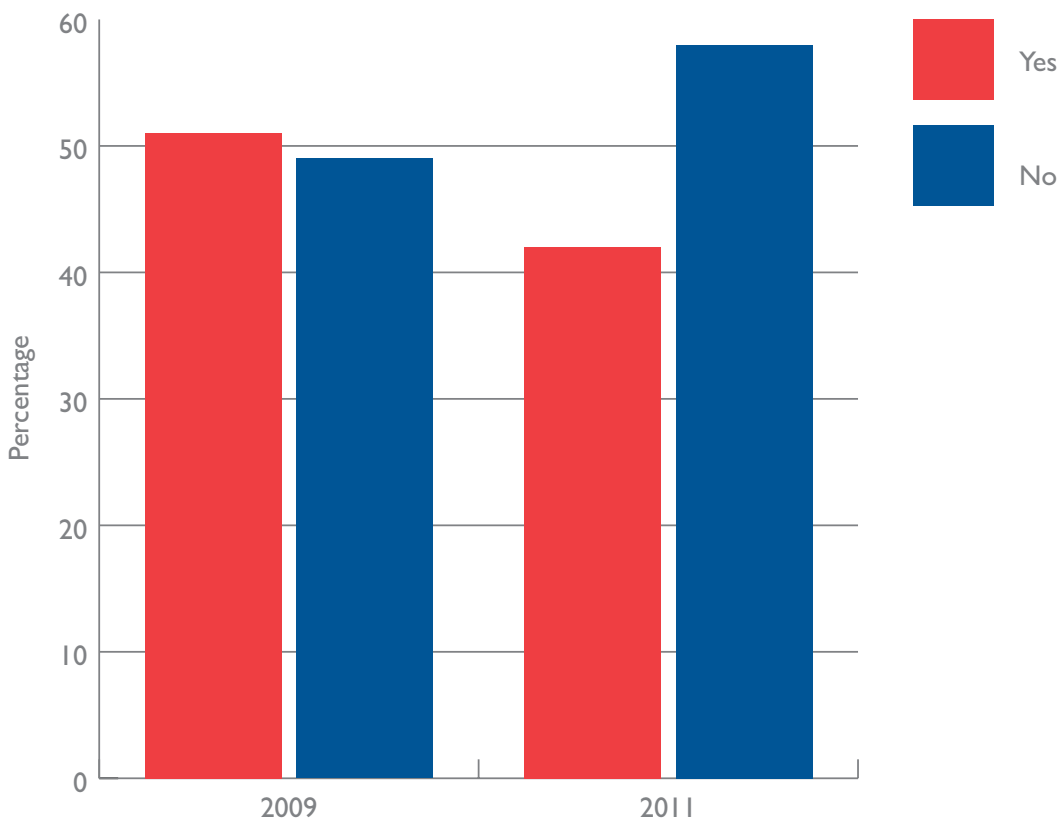
As shown, nearly 70 percent of respondents carry out event based surveys which demonstrates that is the most popular method for measuring satisfaction, closely followed by annual and periodic surveys.

4. Does your Service Desk/IT Department run One-time or One-off Surveys? i.e. is a Survey undertaken for specific reasons such as a change in Service Provider?



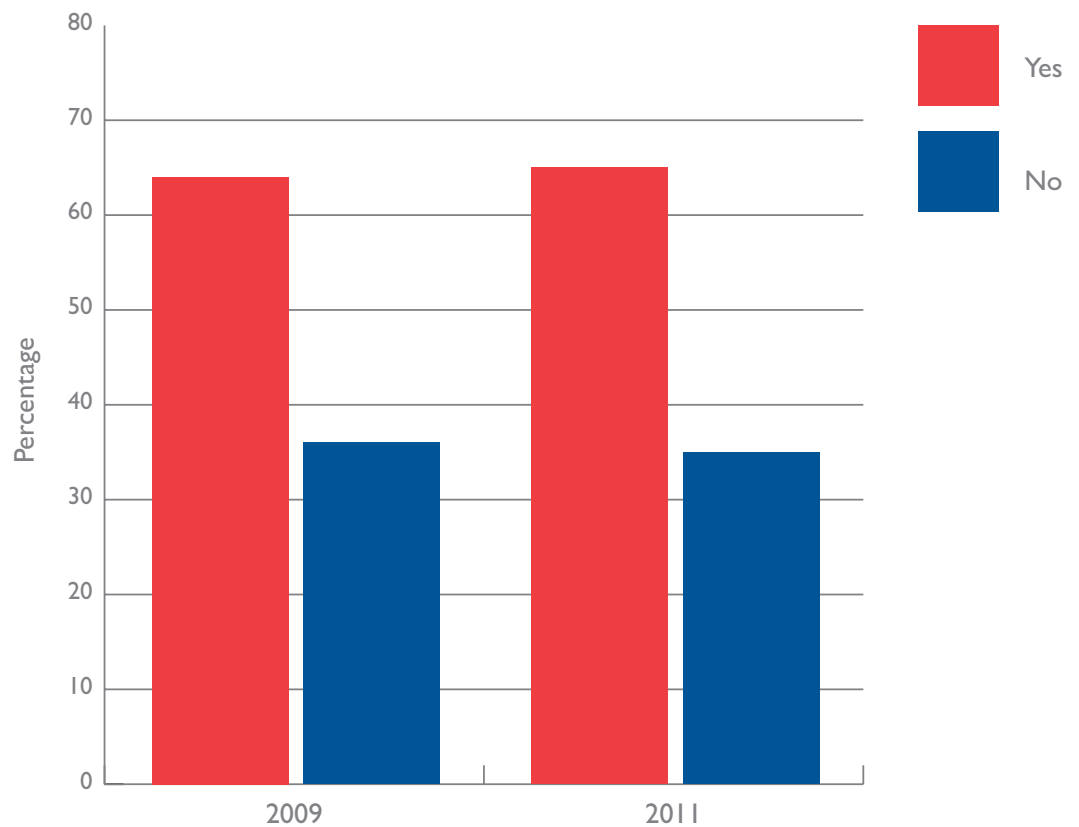
The number of one-time surveys has dropped slightly from its 2009 level, and now sits at a 51-49 split between those who do and those who don't.

5. Does your Service Desk/IT Department run Focus Groups?
i.e. does a select group of customers meet to discuss
predetermined issues?



As above, the numbers of respondents who carry out this type of survey has fallen since 2009. One possible explanation for this is that there is a danger of over surveying customers. With an increase in event based and periodic surveys we would expect there to be a slight decline in other areas which displays an awareness that customers can fall victim to survey fatigue. If customers are being asked to complete too many surveys then they will either choose not to complete them, or to just tick one line of boxes without properly reading the question – both are equally unhelpful to Service Desks who are serious about improving their customer service. Specifically, the fall in the number of focus groups may be a result of fragmented working environments with customers situated around the world and working from home more frequently. Taking time out from work will also be a consideration and mitigating factor here, as is the fact that these type of surveys require a greater time investment than other types of surveys. Focus groups are an incredibly useful tool in any research environment as they tell us more than a simple set of answers to prescribed questions as they permit elaboration and more candid answers than are possible in distributed survey.

6. Does your Service Desk/IT Department run Annual or Periodic Surveys? i.e. Surveys planned and scheduled on a periodic basis.



Closely following event based surveys, annual or periodic surveys proved to be a popular choice amongst our respondents. The reason for this is that periodic surveys hold numerous benefits for Service Desks who want to obtain an overall picture of their services and one that can be trended and compared over a period of time. Periodic surveys have the benefit of being more expansive than event based surveys as customers will be more likely to take the time out to answer a broader range and number of questions on a one-off basis. Periodic surveys are also a useful way of allowing customers to make suggestions regarding service improvements and to air any other thoughts that they might have on the service delivered.

7. Please tick the top 5 questions which you think your Service Desk/IT Department should ask when conducting an Annual/ Periodic Customer Satisfaction Survey.

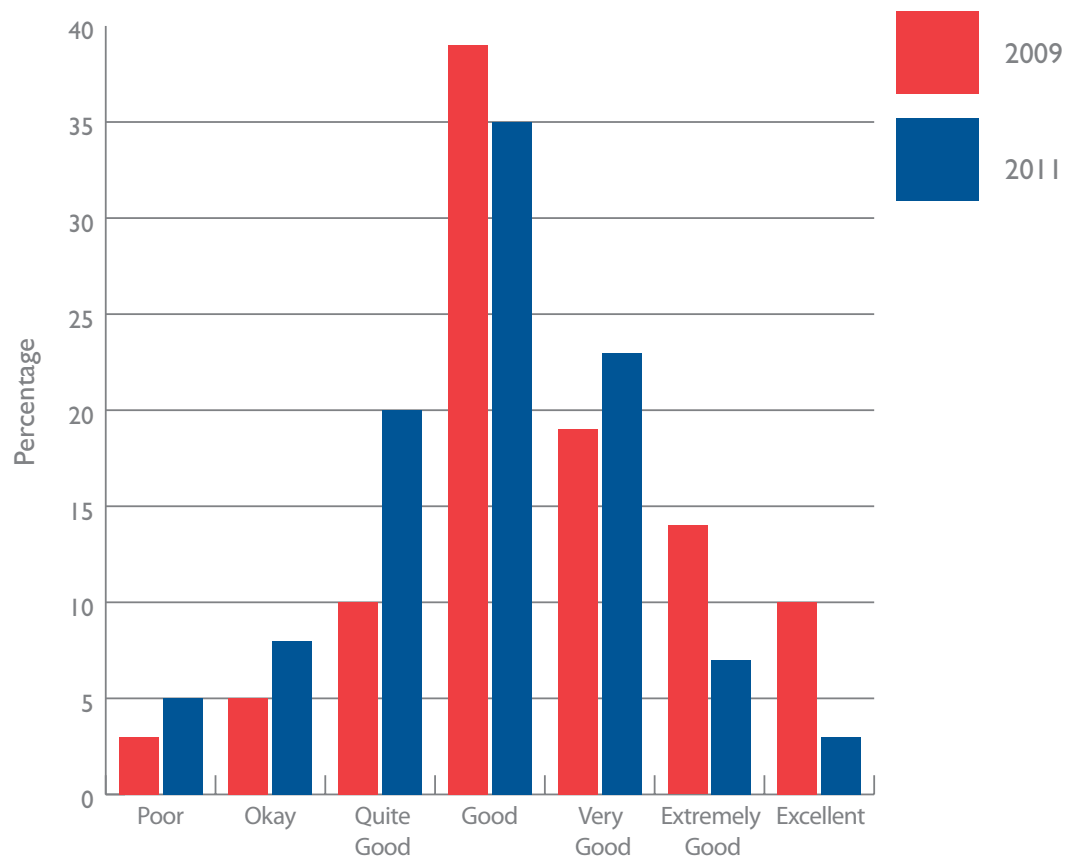
Rank	Question	2009	2011
1	Are the IT support staff professional and courteous?	13	12
2	Do the IT support staff communicate effectively?	14	11
3	Is there a clear and easy mechanism for reporting issues to the Service	11	10
4	Is the availability of IT support at an acceptable level?	11	9
5	Do the IT support staff take ownership of the reported issues?	8	9
6	Is there a quick and accurate resolution of problems?	9	8
7	Would customers recommend the service?	6	8
8	Do the IT support staff demonstrate an understanding of the business	4	8
9	In your view are the IT support staff technically competent?	5	6
10	Are the IT support staff responsive?	6	5
11	Is the service offered reliable?	6	4
12	Does the business value the relationship?	4	4
13	Are IT support staff trusted by users to get the job done?	4	4
14	Do the IT support staff demonstrate initiative?	1	1
15	Other	0	0

Percentage

Comparing these results to our 2009 survey it is shown that the most popular choices have remained largely the same. There are a few choices that are worthy of closer analysis. For example, the most popular choice in this year's survey was 'Are the IT support staff professional and courteous?' This trumped other answers that we might have thought would have been more popular such as ownership of problems and responsiveness. Indeed, SDI finds that one of the most common bugbears of Service Desk customers is that Service Desk staff don't keep them adequately informed on the progress of incidents that they have raised and don't demonstrate ownership. Despite this, the respondents to our survey believe that courtesy and professionalism is the most important attribute on which their Service Desk should be judged on, indicative that we still very much exist in a customer service industry.

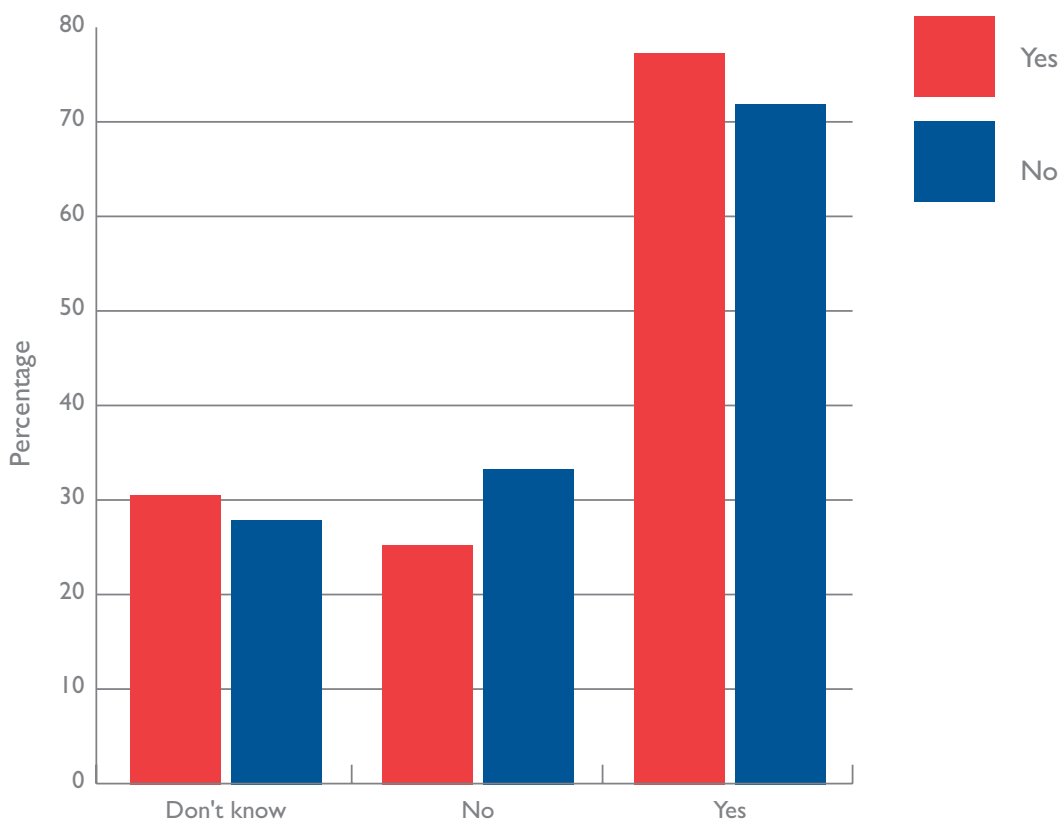
One question that has experienced a 100 percent increase in popularity is 'Do the IT support staff demonstrate an understanding of the business?' We can attribute this to the increasing alignment of the business and the Service Desk and the need for the Service Desk to demonstrate its strategic position within the organisation. It is vital that the Service Desk is aware of customers' perception of its business knowledge as this is an area that needs to be monitored and improved upon if the feedback is not complimentary.

8. In regards to encouraging users/customers to participate in the Customer Satisfaction Surveys, how well does your Service Desk/IT Department market them?



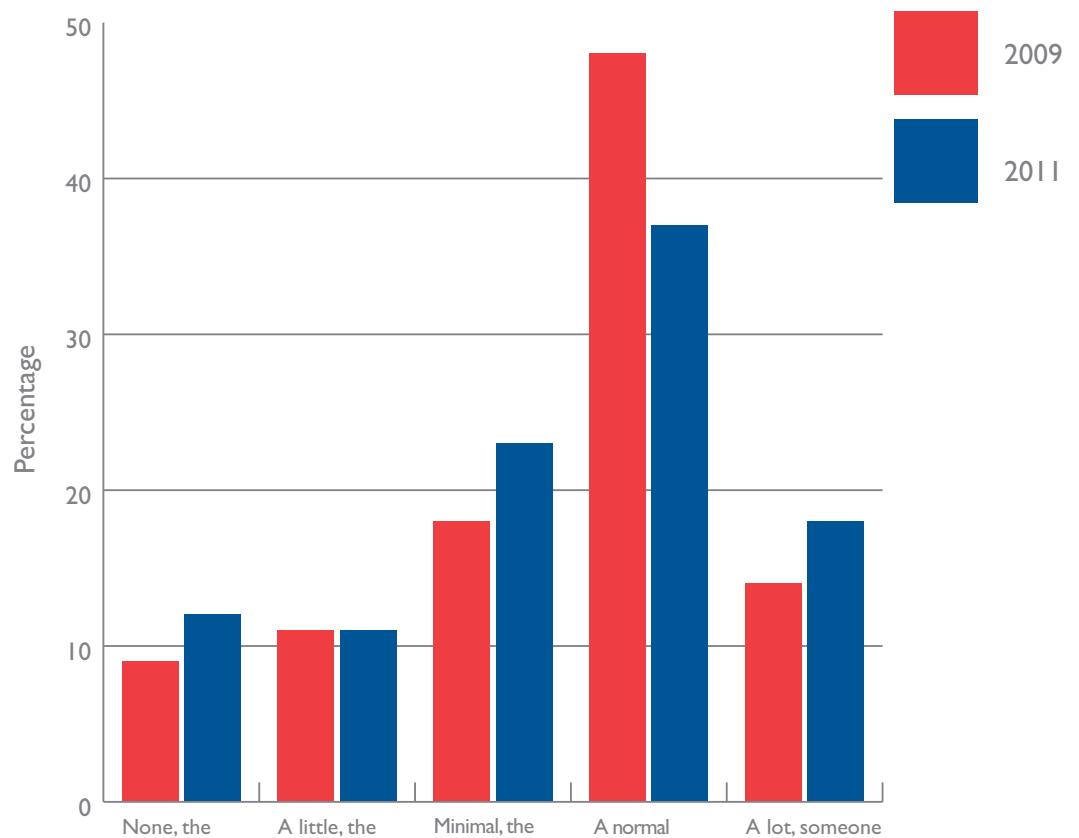
These results nearly followed the same trend as 2009, but it is shown that there is a distinct fall in the 2011 results for those who rate their marketing of surveys as extremely good through to excellent. It is a given that for any customer satisfaction survey to be considered a success it needs to reach the largest audience possible (which should, in theory, increase the response rate) but also that the reason why customers should complete the survey is communicated effectively and succinctly. Customers will be much less likely to complete a survey if they cannot understand the reasoning behind it or the value to them and the organisation in completing it. Surveys also need promotion so it is worth considering attaching a prize to act as an incentive for customers to complete the survey.

9. Is the Annual/Periodic Customer Satisfaction Survey aligned with the strategic objectives of the business?



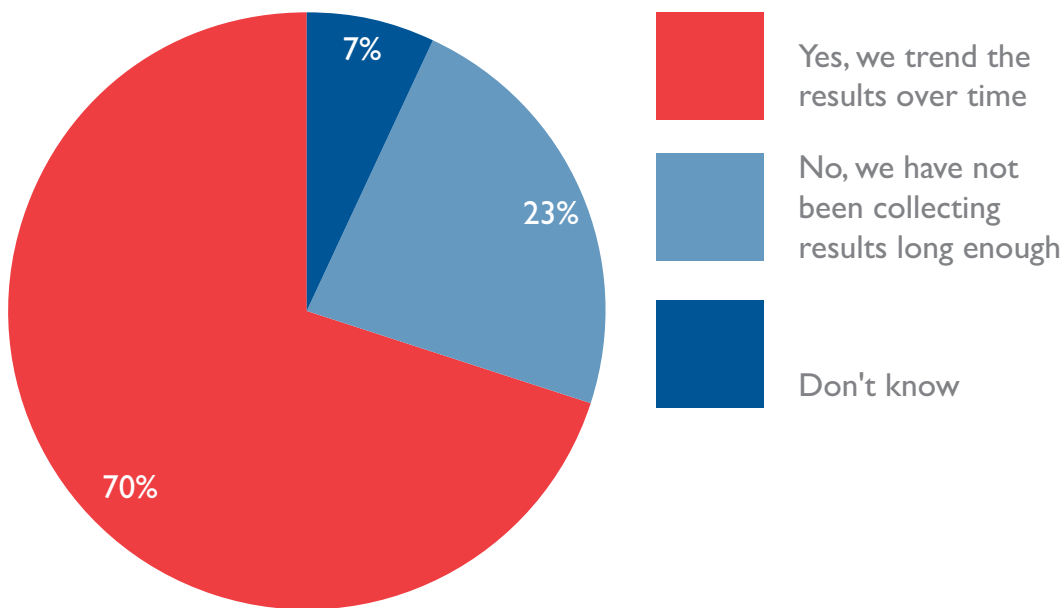
Aligning customer satisfaction surveys with the business' objectives is important because it ensures that the survey will reflect what the business wants to understand from its Service Desk customers. The business objective for the Service Desk will probably be quite dependent on customer satisfaction, so this provides an ideal opportunity to combine the two. The 21 percent who stated they don't know is a cause for concern as it suggests that they don't understand the business' strategic objectives, and thus cannot create the questions required to reflect this.

10. How much input does the business have in the creation and direction of the Annual/Periodic Customer Satisfaction Survey?



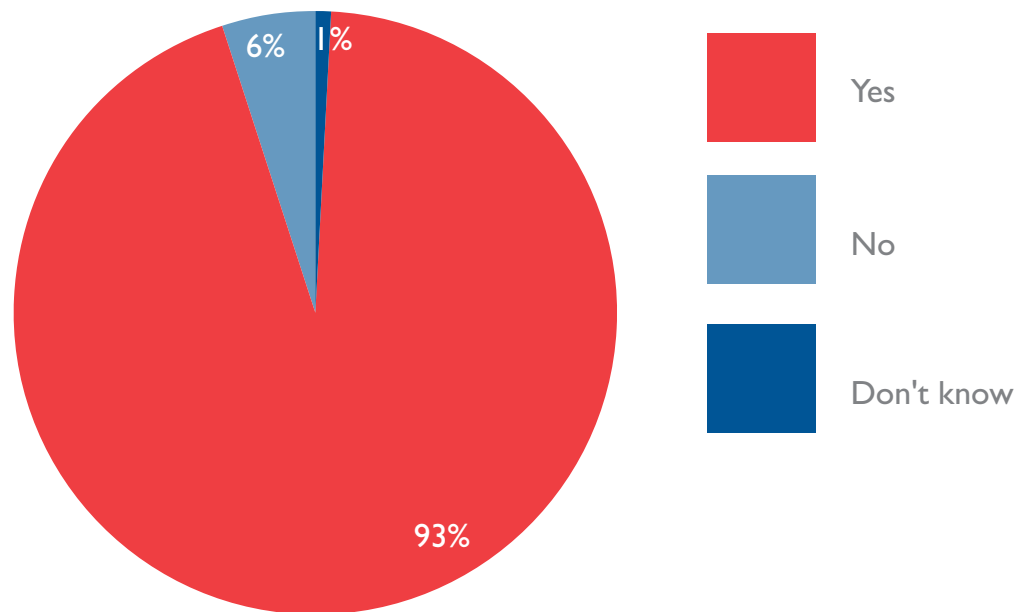
The results here undermine a trend that permeates this report, namely that there is an increasing trend towards the alignment of the business and the Service Desk. Part of this alignment will be created through customer feedback, and thus it is unsurprising that we see an increase in those who stated that the business has 'a lot' of input in the creation of periodic surveys. Indeed, nearly 20 percent of Service Desks now report that the business has a significant input into surveys, indicative of the increasing interest that the business is taking in the Service Desk. Overall 88 percent of respondents stated that the business had some input (be it heavily involved or merely consulted) in the survey, which is a significant finding and demonstrates that the Service Desk is no longer siloed but is instead considered a core business asset.

11. Does your Service Desk/IT Department trend the results of Customer Satisfaction Surveys over a period of time?



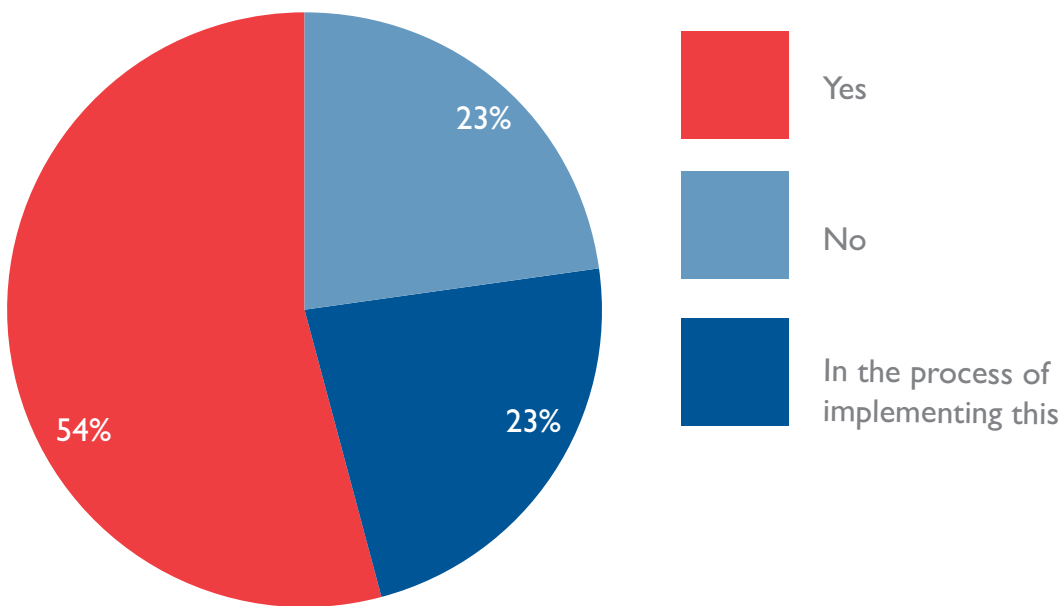
One of the core components of Service Desk Certification is to trend and measure results over time so that improvements and changes can be monitored and recorded, so it is encouraging to see that 70 percent of desks are now trending their data. Trending allows you to see where improvements have been made, and this data can be fed into a Service Improvement Plan (SIP). SIPs are a key function of Service Desks as they chart a roadmap for improvements and demonstrate that the desk is always looking for ways to improve. Data should always be trending towards a goal, so every desk should have a target for customer satisfaction. These targets also need to be assessed and evaluated on a regular basis as if they are being hit on a regular basis then it may be worth considering increasing them. Likewise, if they are always being missed then this will indicate that improvements need to be made or that the original goal was unrealistic.

12. Does your Service Desk collect complaints, compliments and suggestions from customers/users?



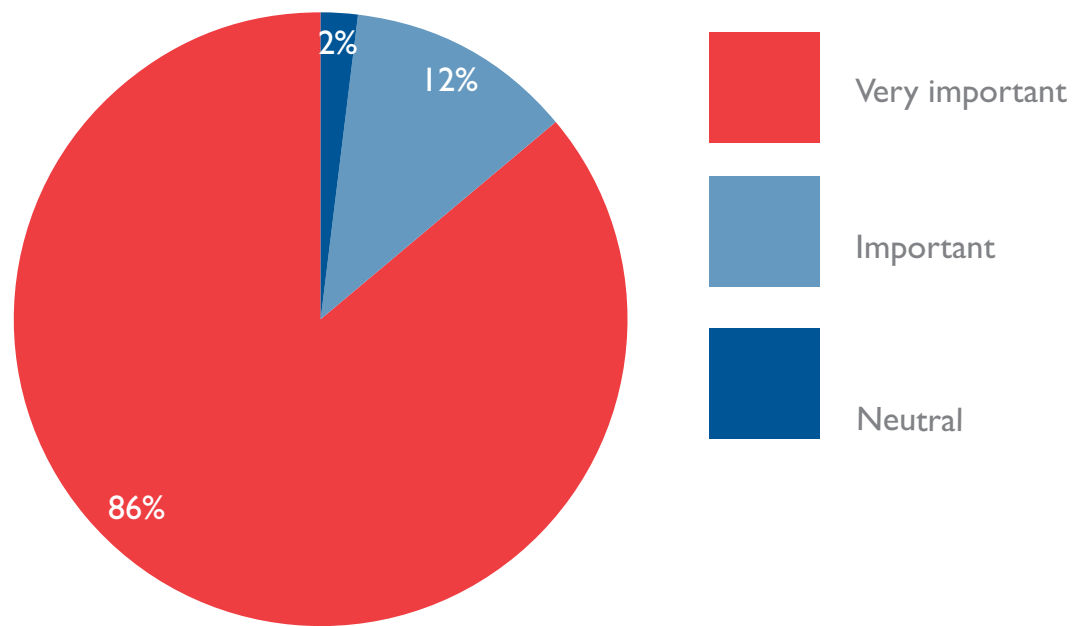
This was a key result as it highlights that the overwhelming majority of respondents collect complaints, compliments and suggestions. Capturing such data is important because this is one of the key ways that desks can understand their customers' issues and presents an open channel for them to make suggestions as to how service can be improved. Compliments are also important to collect as these can be fed back to analysts to let them know what customers think, and this information can be disseminated in team meetings. Any praise for one particular individual can be discussed during one-on-ones.

13. Are these complaints, compliments and suggestions fed into a Service Improvement Plan (SIP)?



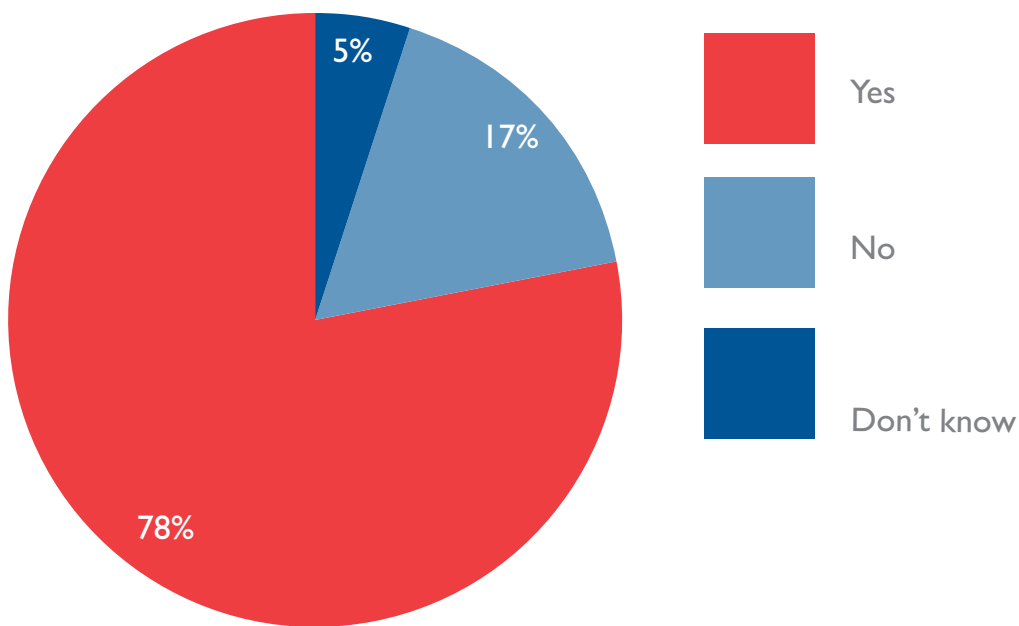
Just over half of respondents use complaints, suggestions and compliments to feed into a SIP. As discussed earlier, SIPs are a vital undertaking for any Service Desk that is serious about improving the service that they deliver. Any information that the Service Desk can glean from customers or the business is an invaluable asset to improve service, and suggestions and complaints are a vital part of this process. It is therefore, it is disappointing that 23 percent do not yet use this feedback to improve service, but an equal number are looking to implement. Perhaps the issue here is not that the value of such a process is not obvious, but it's how to use the information to improve service. This will be covered in the analysis section.

14. How important do you think it is that customers/users are able to feed back complaints, compliments and suggestions to the Service Desk?



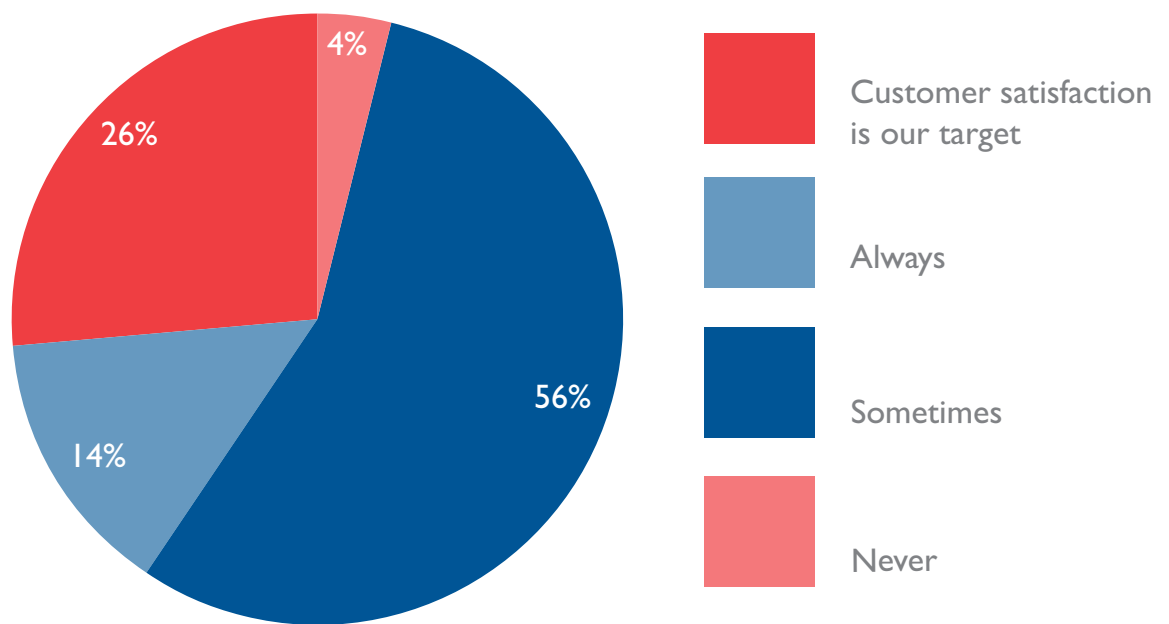
Underlying the large percentage who collect this feedback, the vast majority of our respondents have stated that it is very important that customers can share their opinions with the Service Desk. This recognises that the Service Desk should be customer led in the decisions that it makes and the service that it delivers. As shown, only 2 percent are ambivalent about feedback, again showing how important it is.

15. Would you say that the Service Desk/IT Department deals with the complaints, compliments and suggestions adequately?



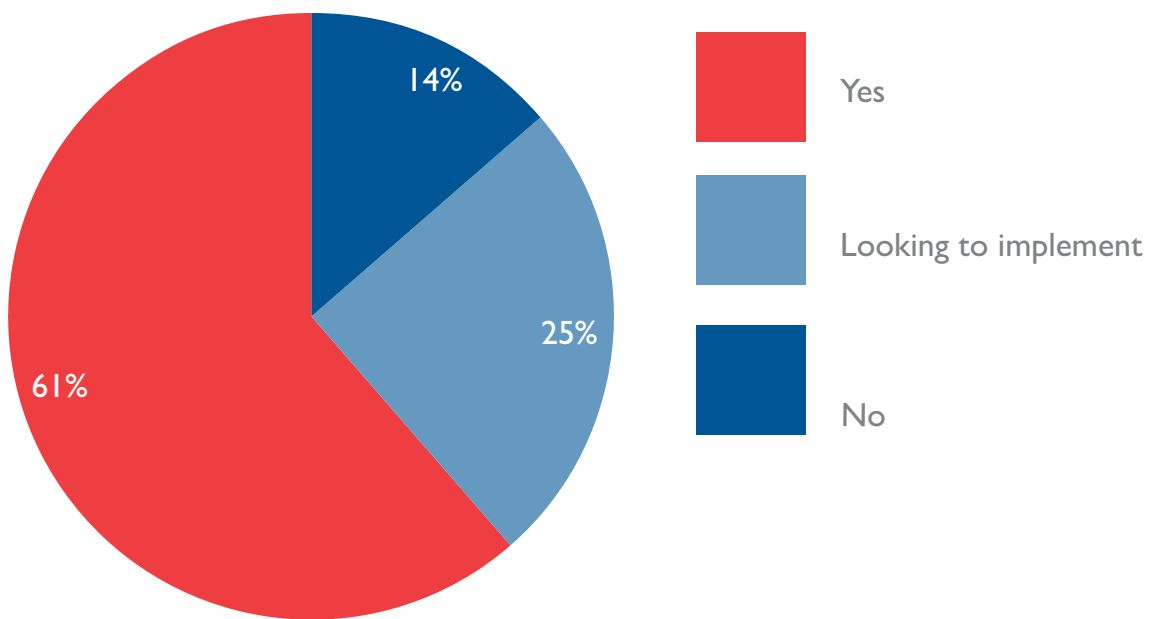
A large part of having a feedback mechanism in place for customers is that when they utilise it, they need to see a response as otherwise they will lose interest and be less inclined to share their feedback in the future. It is encouraging, therefore, that 78 percent of respondents stated that they deal with feedback adequately. One of the most important functions that the Service Desk can undertake in this regard is to let customers know if their feedback has been acted upon and what has changed as a result. It is important that all complaints are followed up by the Service Desk manager to understand what has happened and what can be done in the future to prevent it from happening again.

16. Do you feel that customer satisfaction is more important than meeting business targets?



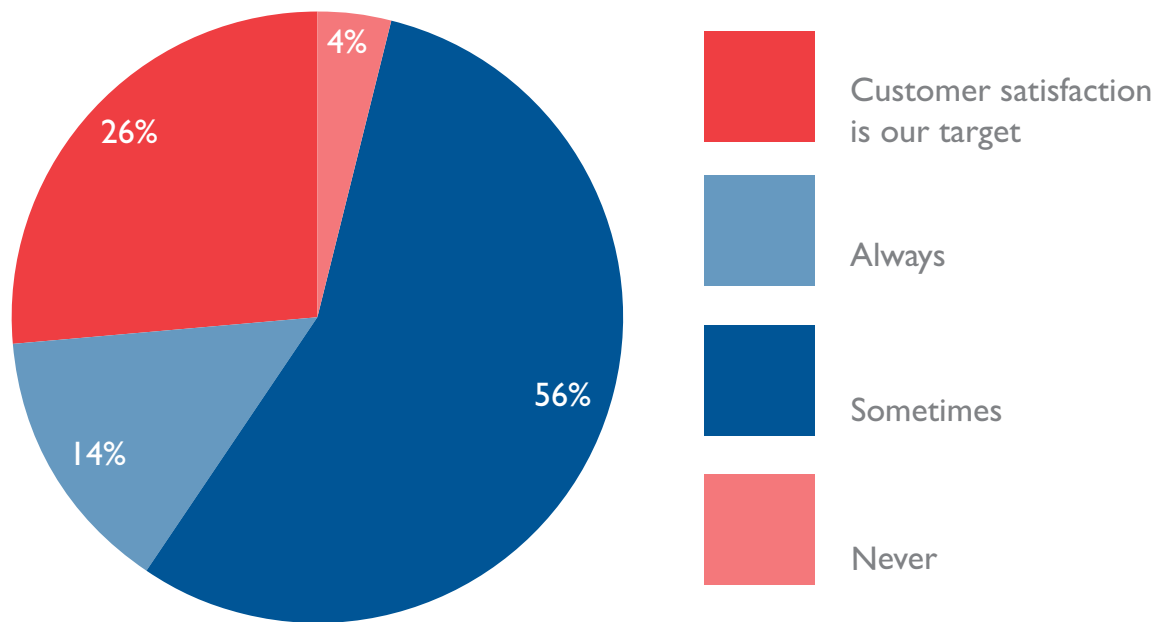
So far we've discussed the importance of customer feedback, but how highly is it valued by Service Desks? The chart demonstrates that 14 percent of respondents place customer satisfaction above all else, even if business targets are missed. This underlines the importance of customer satisfaction as these desks rank it as the single biggest indicator of their success. In short, these Service Desks live and die by their customers' perceptions and opinions. Additionally, 26 percent of desks have eschewed business targets in favour of being solely judged on customer satisfaction. For these desks their target is not to reduce costs or follow the strategic plan of the organisation, but to meet the expectations of their customers. For the majority, customer satisfaction is only sometimes more important, from which we can ascertain that these desks are broadly working towards business targets but are cognisant of the need to keep customer satisfaction at the front and centre of their operations and service delivery. They also appreciate that sometimes customer satisfaction must take precedence as they exist primarily in a customer service industry. Only 4 percent of desks place business targets above customer satisfaction.

17. Do you offer self help/self service for users/customers?



As shown, 61 percent of respondents currently use self help/service, and an additional 25 percent are looking to implement it. This shows just how important self help and service has become as a support mechanism in the ITSM industry. Users who are comfortable with self-diagnosis and finding their own solutions will find that their interactions with the Service Desk will change dramatically. The reverse is also true; if the trend towards self help continues then Service Desks too will need to adapt and change to meet the expectations and requirements of customers as to how support is delivered. In short, the whole concept and execution of service and support is at stake with the accelerated use of self help technology.

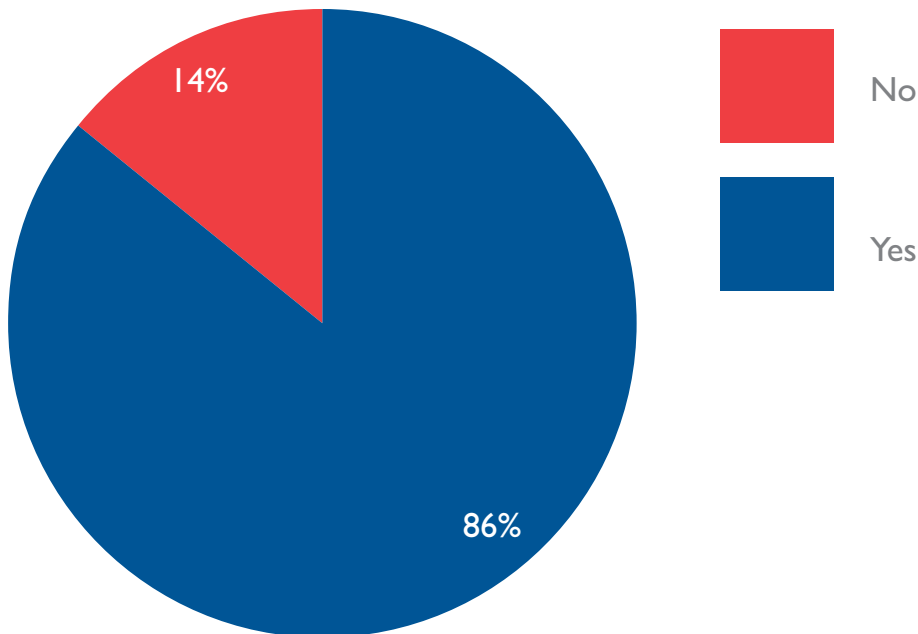
18. Has self help/self service improved the customer experience?



Whilst we have seen a big swing towards the adoption of self help, what Service Desks need to understand is if it has improved customer service. Disappointingly, a third of respondents stated that they did not know if self help had improved the customer experience. This suggests that they were not asking their customers if they had benefited from self help, a situation that needs to be rectified if desks are able to evaluate the benefits of self help and whether it is being utilised. Self help also lends itself to a focus group session to enable the desk to better understand customers' opinions and issues surrounding self help. For the 46 percent who said that it had improved the customer experience, we can surmise that they have gleaned this information from customer feedback. More useful is the 14 percent who actually measure self help using metrics to see if it has improved key areas such as incoming call volumes, incident resolution times etc. Desks that use these measurements for self help will have a clear and accurate picture of how self help has improved their service delivery and improved the customer experience.

Perception Versus Reality

19. Do you collect customer satisfaction data?

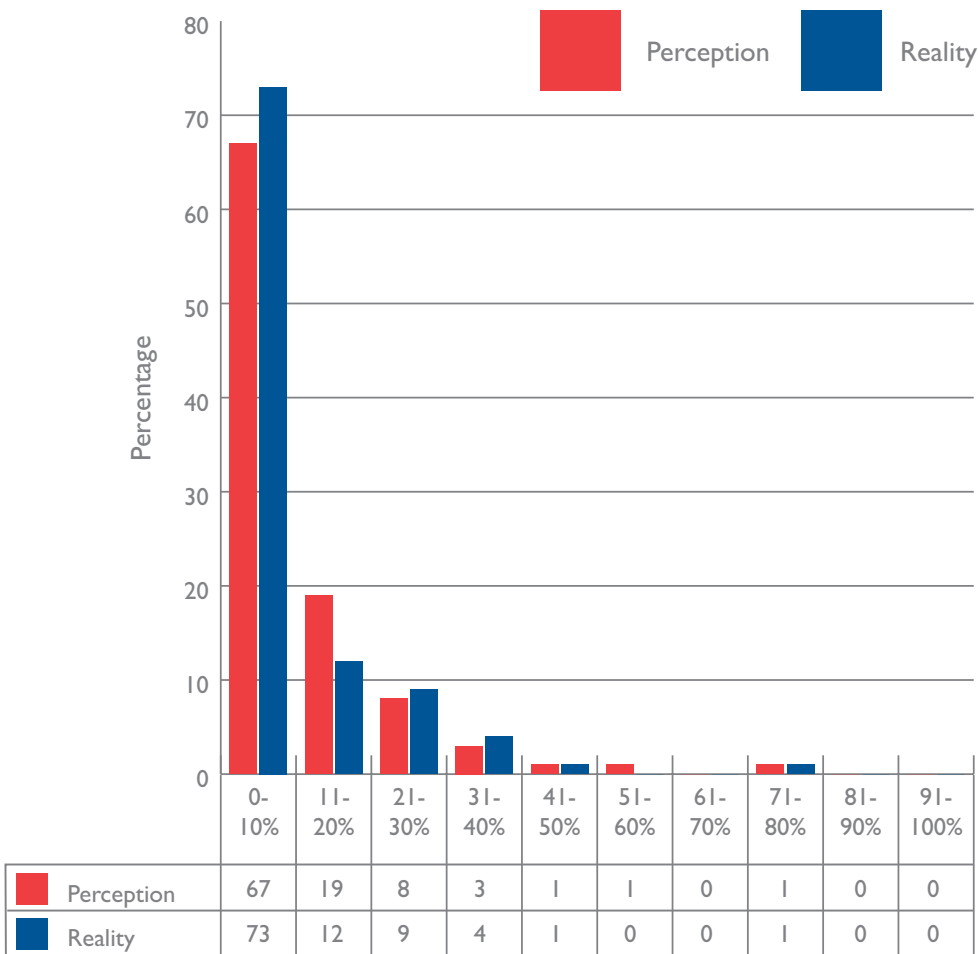


This part of the survey investigates whether Service Desks' perception of customer service marries with the reality. Do Service Desks tend to have lower perceptions of their service than the actual results show? Or do they have a tendency to overestimate customer opinion and think that customers rate them higher than they actually do on customer satisfaction surveys? The above question was asked to find out what percentage of our respondents actually record and collect customer satisfaction data – if they did then we could see whether their perceptions of customer satisfaction matched up to the actual stats. As shown, 84 percent do collect customer data.

The real crux of this survey was to analyse whether Service Desks are good judges of customer satisfaction. **In total, our results showed that only 59 percent of our respondents accurately matched perception and reality.** The remaining 41 percent ranged from undervaluing their service by 30 percent, to overvaluing by the same margin. **In general, 24 percent of desks undervalue the service they deliver as they believe that customers will vote their service lower than they actually do when completing customer satisfaction surveys.** The results show that 23 percent of respondents undervalued their customer satisfaction levels by 10 percent. What this means is that 23 percent of our respondents thought that customers would rate their service 10 percent lower than it actually is. Therefore, we see that perception and reality does not marry up, which underlines why it is so important to conduct customer satisfaction surveys to ensure that your results are ground in fact and not fiction. Another point we can draw from this is that Service Desks believe that customers have a slightly more negative opinion of their Service Desk than the reality shows. We can assume that this 23 percent that we have identified are pleasantly surprised when they see the actual results as they would tend to exceed their expectations.

Analysing the data further, we see that 8 percent of respondents overvalued their customer service to the tune of 10 percent, again revealing that perception and reality did not match. Indeed, overvaluing your service is a real cause for concern because you will think that you are performing better than you actually are which can lead to complacency and removes the motivation for continuing to improve the customer experience.

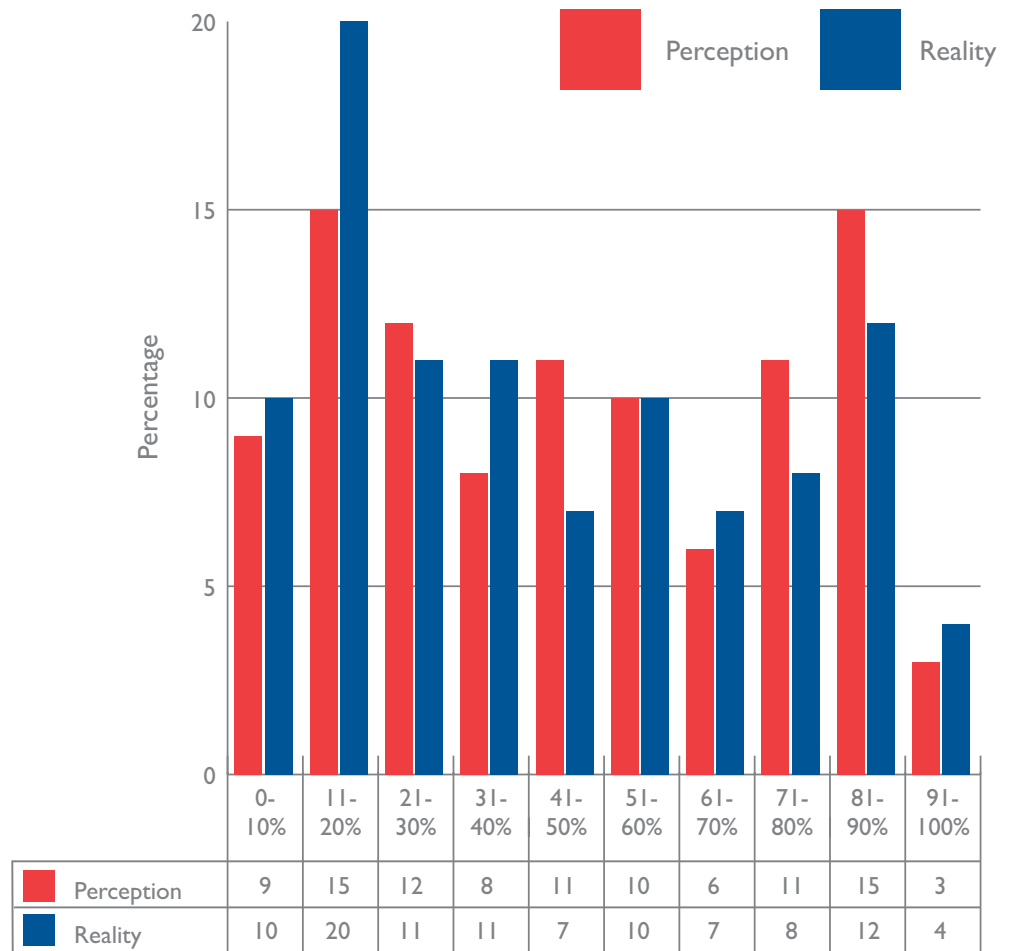
20. In your opinion, what percentage of your users/customers would say that the service you provide is Poor or Inadequate?



Please note that where the reality bar is higher than the perception this indicates that the actual results were higher than the expected results.

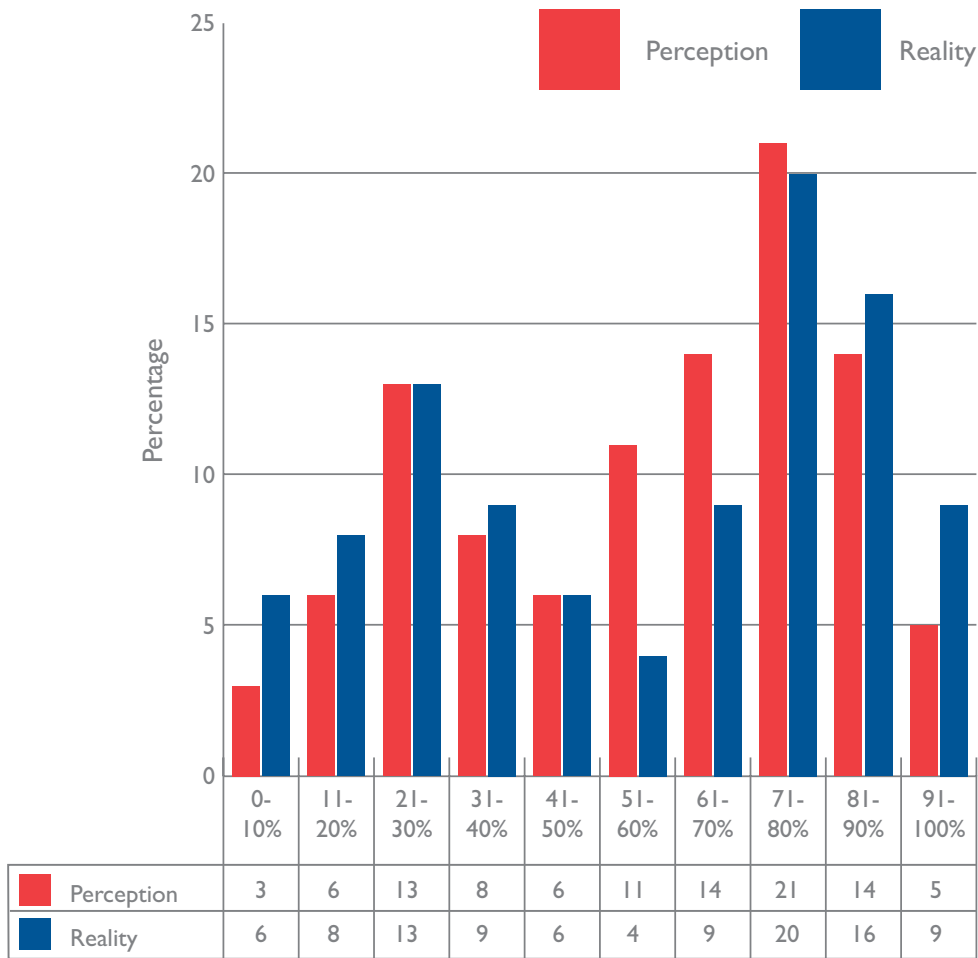
This chart shows that there is a 6 percent difference between the percentage of respondents who stated that 10 percent or less of their customers would rate service as poor or inadequate. In other words, 67 percent of respondents believed that 10 percent or less of customers would say that service was poor; when in reality the number was actually higher at 73 percent. This shows that service was actually better than our respondents believed. A different pattern emerges for 11-20 percent where there was a 7 percent difference between those who thought 11-20 percent of their customers would rate service as poor; whereas it was actually 12 percent. Therefore there were more customers in the 11-20 band than our respondents had assumed. The difference between perception and reality for the 21 percent band onwards was marginal.

21. In your opinion, what percentage of your users/customer say that the service you provide is Adequate or Good?



This graph produced a fairly even distribution of results, apart from two notable exceptions. In the 11-20% band, respondents thought that 15 percent of customers would rate their service this way, when in reality the number was 5 percent higher: So in reality, 20 percent of customers rated service as good compared to the perception that 15 percent would. We also see a marked disparity in the 41-50% band; the difference here is that the perception is higher than the reality.

22. In your opinion, what percentage of your users/customers would say that the service you provide is Excellent?



This chart reveals that in the 81-100% bands more customers rated service as excellent than our respondents' anticipated. For the 91-100% band there was a marked difference of 4 percent. The other large disparities were in the 51-60% and 61-70% bands. For the 51-60% band, 7 percent more respondents thought that customers would rate their service as excellent, compared to the 4 percent that actually did. In this example they have overstated the number of customers who would rate their service in this band. The same is also true of 61-70% band, with the disparity this time being 5 percent. Indeed the only time that perception and reality marry up is in the 21-30% band. This underlines that Service Desks are not particular good judges of customer satisfaction, which is why it is so important to run customer satisfaction surveys to understand the reality.

A Guide to Creating Satisfied Customers

Promotion

For a customer satisfaction survey to be successful it needs to reach the widest possible audience, or for focus groups, the right people need to be identified and incentivised to attend. Incentives can take the form of prizes, but they may also take the form of simple actions such as effectively communicating the value to customers and the business of completing the survey. If they understand the reasoning behind it, then they will be more motivated to complete it. Promotion doesn't stop at motivating people to complete surveys; it must continue after the results of the surveys have been analysed. It is vital that the results of the survey are disseminated to all interested parties so that they can see how well you're performing. Ideally, you would also include historical data so that customers can see how customer service has changed over time. You'll also want to include action points about how any issues raised in the surveys will be addressed.

Trending

Collecting customer satisfaction is important, but trending it is vital. Trending data allows you to see any changes over time (both positive and negative) and can feed into a SIP. Understanding why customer satisfaction levels have changed enables you to see where improvements have been beneficial or whether things were better as they were before or that they should be done a different way. Data should also always be trended towards a goal. Having goals for customer satisfaction is an important motivational tool to constantly push and strive for better satisfaction levels. If goals are being regularly achieved then it might be worth extending them – if they are not then it might be worth re-evaluating them and setting them slightly lower. You can also incentivise goals – if they are met then reward the team to keep motivation levels high.

Service Improvement

Customer satisfaction and feedback is a key driver for service improvement. This is why any complaints or feedback should be respected and managed in the right way. For example, a complaint is not necessarily negative, as it demonstrates that customers care enough to raise the issue with the Service Desk and, if you can engage them in conversation, provides an ideal opportunity to understand the customer's issue and discuss ways in which the situation can be resolved and put in place measures to ensure that it will not happen again. Any kind of feedback, positive or negative, is a vital way to improve service as it should ensure that the service delivered by the desk matches customer expectations. Understanding your customers will help improve service significantly.

Customer Led and Business Led

There is no reason why Service Desks cannot fulfill their customers' expectations as well as deliver what the business expects from their Service Desk. The two are not mutually exclusive. Indeed, what business targets demand is that the Service Desk should deliver exceptional service to its employees or customers. Great service suggests that any customer problems will be dealt with efficiently which will increase productivity and reduce downtime.

Businesses will also want their Service Desks to provide value for money and customer satisfaction is a great way to demonstrate this. Showing that you're making improvements based on customer feedback shows that you're receptive to the needs of customers and that you're striving to make improvements that will ultimately benefit the business as a whole.

Reducing costs will also be achieved through making improvements to service such as creating self help portals or exploring the purchase of tools such as Asset Management. We have already seen that 61% of respondents currently use self help services which demonstrate a growing importance in this area. Again, ideally these initiatives will be driven by customer feedback, demonstrative of how customer led and business led are intrinsically connected.

Avoid Survey Fatigue

A simple way of avoiding this is to keep annual surveys short and succinct (10-20 questions should suffice), and to make sure that you have a policy in place for event based surveys. Not all customers will appreciate a satisfaction form each time an incident is closed (especially if they regularly raise incidents with the Service Desk) so it can be useful to only e-mail surveys to every fourth customer (for example) or for every incident that ends in a certain log number. This way you avoid over surveying your customers and it means that it's more likely that they will complete the survey accurately.

Asking the Right Questions

As shown in the survey, there are mixed opinions on what are the most important questions to ask customers. Asking the right questions is important, because we need to understand what the answers to these questions will tell us. What we don't want to be doing is asking questions just because they're the same ones that other desks ask without any real purpose or focus. All surveys will focus on the basics such as courtesy, professionalism and ownership, but there is also scope to extend the question list to look at any specific issues. It is important that certain questions remain the same so that they can be trended. If you're having problems in certain areas then it's worth asking questions that touch on them to see if customers perceive that they're problems as well. You should also bear in mind that different questions should be asked depending on the type of survey and that the questions in focus groups, for example, should be different to those in annual surveys.

Conclusion

Customers should drive everything we do as a Service Desk, from the range of services and support mechanisms that we offer, to the way that we answer the phone and respond to e-mails. This has always been true, but perhaps now it is more true than ever. Everyday millions of people make purchases and transactions with shops, supermarkets and online retailers. There are so many places to buy what we want that competition is fierce, not only on price but on keeping customers happy and satisfied. Treat a customer well and they're much more likely to return and remain loyal. The higher the bar is raised in the retail sector, the higher the expectations of our Service Desk customers will become. How we meet these expectations is a constant challenge for any Service Desk, and it should be a challenge because we need to constantly strive to improve, meet and exceed the demands of our increasingly savvy customers. Good service is no longer adequate; what we are looking for now is exceptional service with the customer at the heart of everything we do. A great way to test the experience you offer to customers is to ask 'Would you recommend this Service Desk to a friend or colleague?' If your Service Desk was situated on the high street and customers were able to choose whichever desk they wanted, what would make yours stand out? What would keep customers coming back and remaining loyal to you? Understanding what makes your Service Desk great and how it can be improved will continue to increase customer satisfaction levels, a great asset to have in these difficult financial times.

LANDesk Software

LANDesk Software creates innovative technologies and products for enterprise IT management, including systems, security, IT service, and process management.

LANDesk helps customers streamline operations and maintenance tasks, automate and standardise processes, reduce errors, and transition from a reactive environment to one that's more proactive and service oriented. This enables organisations to reduce operating costs, simplify management, and increase the availability of critical IT environments 24/7 via integrated, centralised software.

LANDesk solutions also enable organisations to discover, manage, update, and protect all the deployed systems via a single, easy-to-use console that integrates systems lifecycle management and endpoint security management.

The user is able to automate patch management and deployment, control and encrypt USB and other devices to prevent data leakage, enforce endpoint security policies for mobile users, and grant network access control to protect against virus outbreaks and unauthorized access.

More information can be found at www.landesk.com

About The Service Desk Institute (SDI)

Founded in 1988 by Howard Kendall, the Service Desk Institute (SDI) is the leading authority on service desk and IT support related issues, providing specialist information and research about the technologies, tools and trends of the industry. It is Europe's only support network for IT service desk professionals, and its 800 organisation members span numerous industries.

Acting as an independent adviser, SDI captures and disseminates creative and innovative ideas for tomorrow's service desk and support operation. SDI sets the best practice standards for the IT support industry and is the conduit for delivering knowledge and career enhancing skills to the professional community, through membership, training, conferences, events and its publication SupportWorld magazine. It also offers the opportunity for international recognition of the support centre operation through its globally recognised Service Desk Certification audit programme.



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