

SERVICE OPERATIONS - SERVICE DESK (FUNCTION)

"The Face of IT Service Delivery: Building a High-Performance Service Desk Function"

Schedule	
Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

The Service Desk is the **primary point of contact between service providers and users**, playing a critical role in ITIL’s Service Operations lifecycle. This comprehensive training program focuses on developing an effective service desk function that not only resolves incidents and fulfils requests but also builds trust and satisfaction through excellent communication and process integration. Participants will explore staffing models, toolsets, service workflows, and quality assurance techniques to create a responsive, customer-centric service desk.

Objectives

- By the end of this course, participants will be able to:
- Understand the roles and responsibilities of the Service Desk function.
 - Structure and implement different service desk models (local, centralized, virtual, follow-the-sun).
 - Apply best practices for incident, request, and communication management.
 - Use performance metrics and feedback loops to drive continuous improvement.
 - Enhance customer service and user experience at every touchpoint.

Why Attend

This course empowers service desk professionals and managers to transform their desk from a reactive support unit into a strategic business enabler, aligned with ITIL standards and organizational goals.

Target Audience

- IT Service Desk Agents
- ITIL Practitioners
- Support Team Leads
- Incident and Problem Managers
- IT Supervisors and Managers
- Service Delivery Managers

Individual Benefits

- Mastery of service desk operations and structure
- Improved communication and service handling skills
- Exposure to industry tools and customer service strategies
- ITIL-aligned professional development and credibility

Organizational Benefits

- More efficient and responsive service desk operations
- Improved user satisfaction and retention
- Stronger IT-business alignment
- Reduction in incident resolution time and escalations

Instructional Methodology

- Instructor-led sessions
- Service desk simulations
- Role-playing activities
- Real-life case studies
- Performance evaluation tools
- Group problem-solving exercises

Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules

Coffee Breaks: 09:30 & 11:15

Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of the Service Desk Function

Module 1: Introduction to ITIL and Service Operations (07:30 – 09:30)

Module 2: Role of the Service Desk – Scope and Value (09:45 – 11:15)

Module 3: Service Desk vs. Help Desk – Understanding the Differences (11:30 – 01:00)

Module 4: Core Service Desk Responsibilities (02:00 – 03:30)

Day 2: Structuring and Staffing the Service Desk

Module 1: Types of Service Desk Models (Local, Centralized, Virtual) (07:30 – 09:30)

Module 2: Staffing Skills, Shifts, and Rotations (09:45 – 11:15)

Module 3: Job Roles: Analysts, Leads, Managers (11:30 – 01:00)

Module 4: Communication & Escalation Paths (02:00 – 03:30)

Day 3: Service Desk Operations and Tools

Module 1: Incident Logging, Prioritization, and Categorization (07:30 – 09:30)

Module 2: Request Fulfilment & Knowledge Base Integration (09:45 – 11:15)

Module 3: Using ITSM Tools (ServiceNow, BMC, Jira, etc.) (11:30 – 01:00)

Module 4: Metrics, Dashboards, and Reporting (02:00 – 03:30)

Day 4: Enhancing Service Desk Performance

Module 1: SLAs, OLAs, and Customer Expectations (07:30 – 09:30)

Module 2: Communication Skills and Conflict Resolution (09:45 – 11:15)

Module 3: Managing Difficult Users and Stress (11:30 – 01:00)

Module 4: Root Cause Feedback & Continual Improvement (02:00 – 03:30)

Day 5: Integration and Assessment

Module 1: Integrating with Incident, Problem & Change Management (07:30 – 09:30)

Module 2: Scenario-Based Simulations – Live Desk Roleplay (09:45 – 11:15)

Module 3: Knowledge Quiz & Team Assessment (11:30 – 01:00)

Module 4: Wrap-Up, Action Plans, and Certification (02:00 – 03:30)

Certification

Participants will receive a **Certificate of Competency in Service Desk Management – ITIL Service Operations Track**, awarded upon successful participation and completion of assessments.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: +601116373203	EMAIL: info@mawaevents.net
---	----------------------------------	--

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.