

**SMARTER SERVICE MANAGEMENT  
FOR BETTER BUSINESS  
OUTCOMES BEGINS WITH...**



**YOUR PARTNER FOR THE MOST COMPREHENSIVE  
SERVICE MANAGEMENT SOLUTIONS**

**ThinkHDI.com**

# GREETINGS!

As a service management leader, keeping up with the latest in service management practices while achieving better business outcomes – faster – is most likely high on your list of priorities. If you're seeking expert guidance on how to implement service management principles based on best practice standards, frameworks, and methodologies adopted to meet your specific challenges, **look no further than HDI.**

We provide the opportunity for organizations to better understand how IT service management principles will increase the value of their services and better enable alignment with organizational goals and objectives.

## WE WORK WITH OUR CUSTOMERS TO:

- ✓ **Define their vision and future state to ensure improvements are aligned**
- ✓ **Establish baselines to measure and report improvements**
- ✓ **Identify and recommend best practices to facilitate and enable improvements**
- ✓ **Facilitate the development and implementation of improvement plans**

As an organization, HDI has tens of thousands of satisfied customers who have improved their results based on what they learned in HDI training and certification classes and consulting engagements. Our team of expert consultants understand how to utilize best practices to help these organizations manage and optimize their performance, resulting in measurable outcomes for the business.

*Contact us today to discuss the ways HDI can add value to your environment or visit [ThinkHDI.com/ServiceManagement](https://www.thinkhdi.com/ServiceManagement) to learn more about our service management offerings.*

Smarter  
Service  
Management,  
**Better  
Business.**



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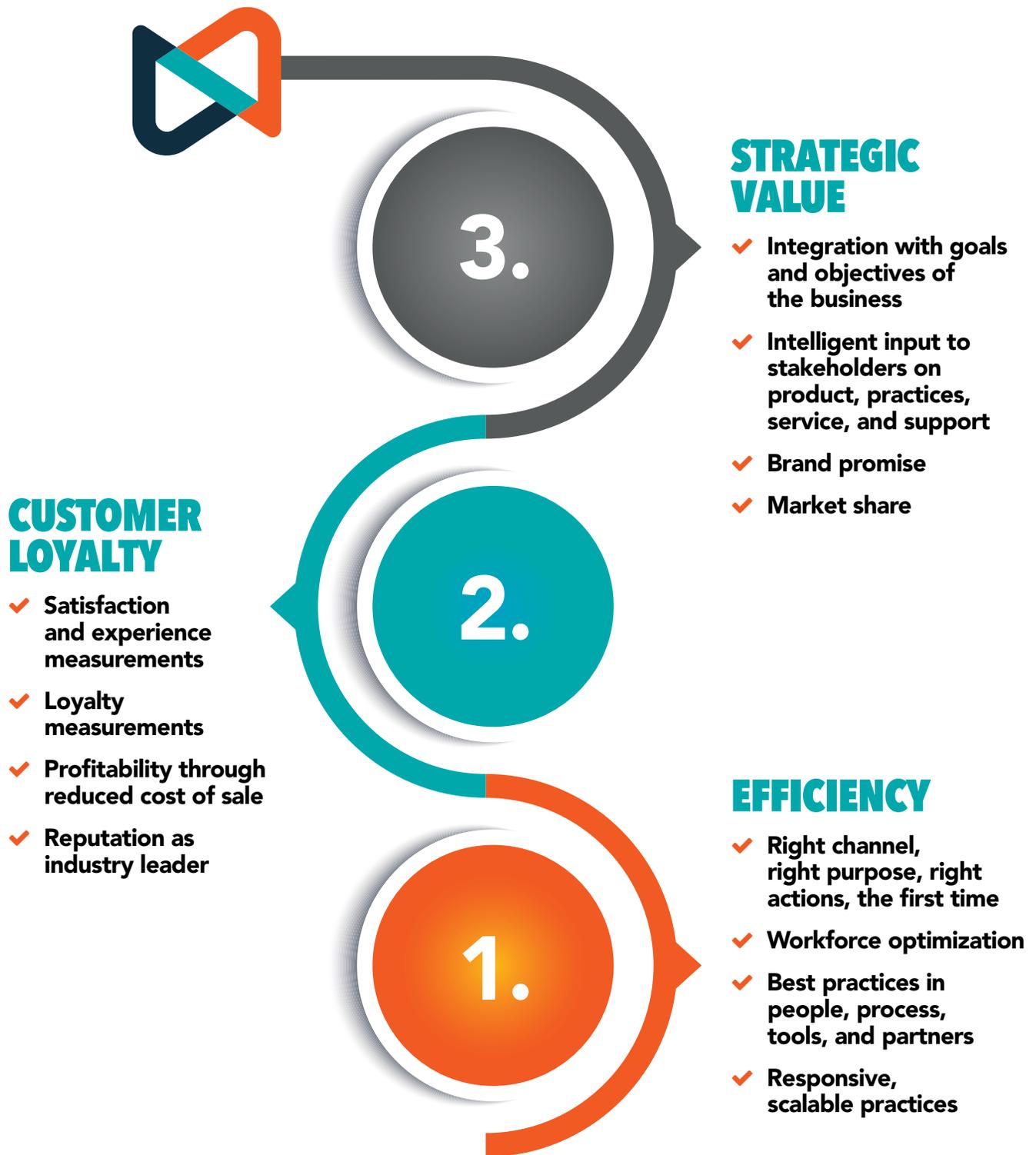


### TODD PICCIULLO

Group Services Sales Director, Training and Certification

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**HDI's focus is in on performance improvement.**  
**Whatever the business outcomes you need to achieve,**  
we can help you deliver value on three levels:





# HOW DO WE HELP OUR CUSTOMERS?

We help organizations across the full spectrum of industries address these top 10 service management challenges:



## RESULTS

We help organizations measure business results vs. IT results.



## VALUE

We provide insight as to assess what customers value.



## OUTCOME FOCUSED

We keep the focus on outcomes over outputs.



## CONTINUOUS IMPROVEMENT

We work with organizations to ensure Continuous Improvement.



## ENTERPRISE SERVICE MANAGEMENT

We guide organizations in expanding Service Management beyond IT operations.



## PRACTICES

We deliver insights that align your Service Management Practices with other IT and Business Frameworks.



## RESOURCES

We help you determine or build a plan for how to allocate resources.



## STRATEGY

We advise on appropriate risk management strategies.



## TECHNOLOGY

We help develop roadmaps and strategies for utilizing AI-related technologies.



## BUSINESS VALUE

We assist in the design of how to demonstrate the value of Service Management to the business.



# HDI: YOUR KNOWLEDGE SOURCE FOR SERVICE MANAGEMENT

## IF IT'S TRENDING IN SERVICE MANAGEMENT, HDI IS COVERING IT

HDI is your knowledge source, offering timely research, trending insights, and information from practitioners and experts in the industry that can't be found anywhere else.

- ✓ **Articles and case studies**
- ✓ **HDICoconnect, our free online forum and community**
- ✓ **Trend reports**
- ✓ **Toolkits**
- ✓ **Webinars**

As your most complete and influential industry reference, you can count on HDI for up-to-the-minute data, trending statistics, and the very latest in standards and best practices.

Learn more at  
[ThinkHDI.com/Resources](http://ThinkHDI.com/Resources)



## Stay Informed Every Week with SupportWorld.

Discover what thousands of service management pros already know: reading HDI's SupportWorld is the industry's most respected content resource you can rely on for insights on:

- ✓ **Strategy and best practices**
- ✓ **Industry and technology trends**
- ✓ **Processes and practices**

Subscribe today  
[ThinkHDI.com/SupportWorld](http://ThinkHDI.com/SupportWorld)



# LOOK NO FURTHER THAN HDI FOR YOUR SERVICE MANAGEMENT CONSULTING AND ASSESSMENT NEEDS

As part of our mission to offer high-value consulting, our comprehensive services have been updated to reflect the most current frameworks, methodologies, and standards.

HDI's **Service Management Practice Assessment** takes a holistic look at the overall capability of your service management practices. We then provide focused recommendations how to improve these to meet your organization's goals and objectives.

This assessment will capture a baseline view as well as detailed recommendations on improvements to your environment. You will receive a comprehensive report with expert advice and guidance on performance improvement techniques and priorities to focus on. We provide recommendations for key practices such as knowledge management, incident management, problem management, service level management, service catalog, and change management.

HDI also offers individual **Practice Assessments** if you would like to focus on improving one key practice area.

Learn more at [ThinkHDI.com/ServiceManagement](https://ThinkHDI.com/ServiceManagement)

# HDI SERVICE MANAGEMENT CERTIFICATION AND TRAINING



## PUBLIC CLASSROOM

Attend HDI's most popular courses in cities across North America.



## VIRTUAL CLASSROOM

Use web conferencing software and an audio conference bridge to interact with the instructor and other students.



## ONSITE

Train your team at your facility. (available for all courses)

## SERVICE MANAGEMENT OPTIMIZATION (2-DAY WORKSHOP)



This hands-on workshop focuses on assessing, designing, and optimizing core service management practices: Service Desk, Incident Management, Request Management, Problem Management, and Knowledge Management. This course features practice assessments and implementation road map planning. Students walk away with tools, resources and knowledge for immediate implementation.

## ITIL 4 FOUNDATION (3-DAY CERTIFICATION COURSE)



The Foundation level is an introduction to ITIL 4 and enables students to look at IT service management through a brand new scheme including end-to-end operating model for the creation, delivery and continual improvement of tech-enabled products and services. (ITIL 3 Foundation certification also available)

## KCS® FOUNDATION\* (1-DAY CERTIFICATION COURSE)



Organizations that leverage knowledge and manage it effectively can reduce costly mistakes, accelerate the implementation of new ideas, and eliminate redundant work. A thriving knowledge management program, one that successfully captures, structures, and reuses information, is a vital component of top-performing companies and often provides them with a competitive advantage.

In this course, you will gain an awareness of knowledge management best practices and be introduced to the fundamental concepts of the KCS methodology. This course can be used to build internal support for a new knowledge management initiative.

## KCS® PRINCIPLES\* (3-DAY CERTIFICATION COURSE)



Knowledge-Centered Service (KCS) is proven to allow service and support organizations to significantly improve service levels to customers, gain operational efficiencies, and increase the organization's value to the company through knowledge management.

This Knowledge Management best-practices course will provide support center supervisors, managers, and directors with a set of practical steps for capturing, storing, and successfully reusing knowledge. Participants will learn how to implement a strategy for adopting Knowledge-Centered Services that creates and maintains knowledge as a by-product of the incident management process.

## PROBLEM MANAGEMENT PRACTICE (2-DAY CERTIFICATION COURSE)



This two-day course focuses on assisting with the planning and implementation of performing reactive and proactive problem management; prioritizing and categorizing problems; investigating and diagnosing the problems; coordinating and/or executing root cause analysis; developing workarounds; and proposing changes to resolve issues.

\*KCS is a Service Mark of the Consortium for Service Innovation.

Learn more at [ThinkHDI.com/Training](https://www.thinkhdi.com/training)

## INCIDENT MANAGEMENT (1 OR 2-DAY WORKSHOP)



This one- or two-day workshop focuses on why incident management is foundational to improving the support center's performance. This workshop presents experience-based, practical guidance as well as templates, quick wins, examples, and tricks for successfully implementing best practice methodologies for incident management, service requests, and event management.

## CHANGE MANAGEMENT (1-DAY WORKSHOP)



In this workshop, you will learn about the purpose and objectives of change management, the supporting processes, and other key concepts, like classification, risk analysis, forward scheduling, service availability projections, standard change models, the post implementation review, change control and engagement.

## SERVICE LEVEL MANAGEMENT (1-DAY WORKSHOP)



This workshop is filled with practical guidance to help the support centers focus on the importance of meeting customer expectations through service level management. Participants will learn how to successfully implement best practice methodologies for service level management. This high-energy workshop is filled with practical guidance, templates, quick wins, and tips for successfully implementing best-practice methodologies for service level management.

# HDI SUPPORT CENTER CERTIFICATION AND TRAINING



### PUBLIC CLASSROOM

Attend HDI's most popular courses in cities across North America.



### VIRTUAL CLASSROOM

Use web conferencing software and an audio conference bridge to interact with the instructor and other students.



### ONLINE/ ONDEMAND

Access self-paced web-based courses at any time over twelve weeks.



### ONSITE

Train your team at your facility. *(available for all courses)*

## HDI SUPPORT CENTER DIRECTOR (3-DAY CERTIFICATION COURSE)



Focused on the development and execution of strategic plans that will take the organization to the next level. Students will assess their practices and discover how to realize greater return on investment, develop and maintain formal procedures for increased productivity and consistency, and manage customer perceptions. This course includes a certification exam and in class development of a business case.

## HDI DESKTOP SUPPORT MANAGER (3-DAY CERTIFICATION COURSE)



Desktop support includes support for laptops, notebooks, printers, and just about anything for which the company plans to provide face-to-face desktop support.

Designed for both new and experienced desktop support managers, this course helps desktop support managers satisfy operational demands and build a support center that aligns with the organization, adds value to the business, and delivers on its commitments, while satisfying customer and business needs.

Learn more at [ThinkHDI.com/Training](https://www.thinkhdi.com/training)



## **HDI SUPPORT CENTER MANAGER** (3-DAY CERTIFICATION COURSE)



Explore the strategy that drives everything the support center does: service delivery, infrastructure implementation, operational processes, workforce management, and support center marketing. Designed for both new and experienced support center managers, this course helps support center managers satisfy operational demands and build a support center that aligns with the organization, adds value to the business, and delivers on its commitments.

## **HDI SUPPORT CENTER TEAM LEAD** (2-DAY CERTIFICATION COURSE)



This training ensures that participants learn how to deliver exceptional customer support, promote process improvement, coach for success, and take charge of the day-to-day operational activities of a team. This course is designed for support professionals who need to develop fundamental management and leadership skills.

## **HDI DESKTOP ADVANCED SUPPORT TECHNICIAN**

(2-DAY CERTIFICATION COURSE)



Desktop Advanced Support Technicians are trusted support advisors and advocates that focus on providing efficient and effective resolutions to customers as it relates to service requests, incidents, and problems escalated by the service desk and the business. This training focus on enhancing the image of the support organization by providing excellent customer service as well as increasing the productivity and capabilities of users, customers, and the business.

## **HDI SUPPORT CENTER ANALYST** (2-DAY CERTIFICATION COURSE)



Service and support center analysts provide frontline support and act as the primary point of contact for customers. It is important that these service and support professionals provide the highest quality customer care with every interaction. HDI Support Center Analyst (HDISCA) training focuses on support center strategies for effective customer service, emphasizing problem-solving and trouble-shooting skills, contact handling procedures, incident management, communication skills, and an introduction to service management process.

## **HDI CUSTOMER SERVICE REPRESENTATIVE**

(1-DAY CERTIFICATION COURSE)



Do your frontline customer service representatives have the skills to create first-rate customer experiences? This skills-building and certification course introduces the skills and techniques required to provide outstanding customer service and support. HDI Customer Service Representative (HDI-CSR) training focuses on call handling best practices, communication and listening techniques, documentation, problem-solving, and troubleshooting skills, conflict negotiation, and responses to difficult customer behaviors.

## **HDI CERTIFIED INSTRUCTOR** (3-DAY CERTIFICATION COURSE)



Are you a service and support center who desires to train your service and support team using your own internal trainer or training resources? Join the HDI Certified Instructor Program. During this three-day intensive course, you will learn how to effectively deliver HDI certification and training courses. The Certified Instructor program reinforces concepts and best practices of the service and support industry, while also teaching successful facilitation techniques.

Upon completing the Certified Instructor course, you will be able to facilitate the course(s) in which you are certified in.

Learn more at [ThinkHDI.com/Training](https://www.thinkhdi.com/training)

# SUPPORT RT<sup>®</sup> WORLD LIVE

POWERED BY **HDI**

April 19-24, 2020 | **MGM Grand** | **Las Vegas, NV**



**In 2020, the most respected content resource in the technical support industry will come to life.**

See why SupportWorld Live (*formerly HDI Conference & Expo*) has amassed such a loyal and dedicated following. Register yourself or your team for this exciting event at [SupportWorldLive.com](https://SupportWorldLive.com)

**DARREN JOHNS, BAPTIST HEALTH SYSTEMS**

**"This is the place to go if you want to be with like-minded individuals who are determined to grow."**



Where **Smarter Service** Starts,  
And **Better Business** Begins.

# SERVICE MANAGEMENT WORLD POWERED BY HDI

**November 15-19, 2020**

Omni Resort at ChampionsGate | **ORLANDO, FL**

Returning for its third year, **HDI's Service Management World (SMW)** is your source for the latest on all things service management.



## **We Deliver Results**

Outcomes to impact your business or your career.

## **We Connect People**

A passionate and prominent community created by you, for you.

## **We Provide Solutions**

Diverse, custom solutions to address your enterprise service management.

## **We Keep IT Real**

Featuring real-world, practical advice and strategic guidance.

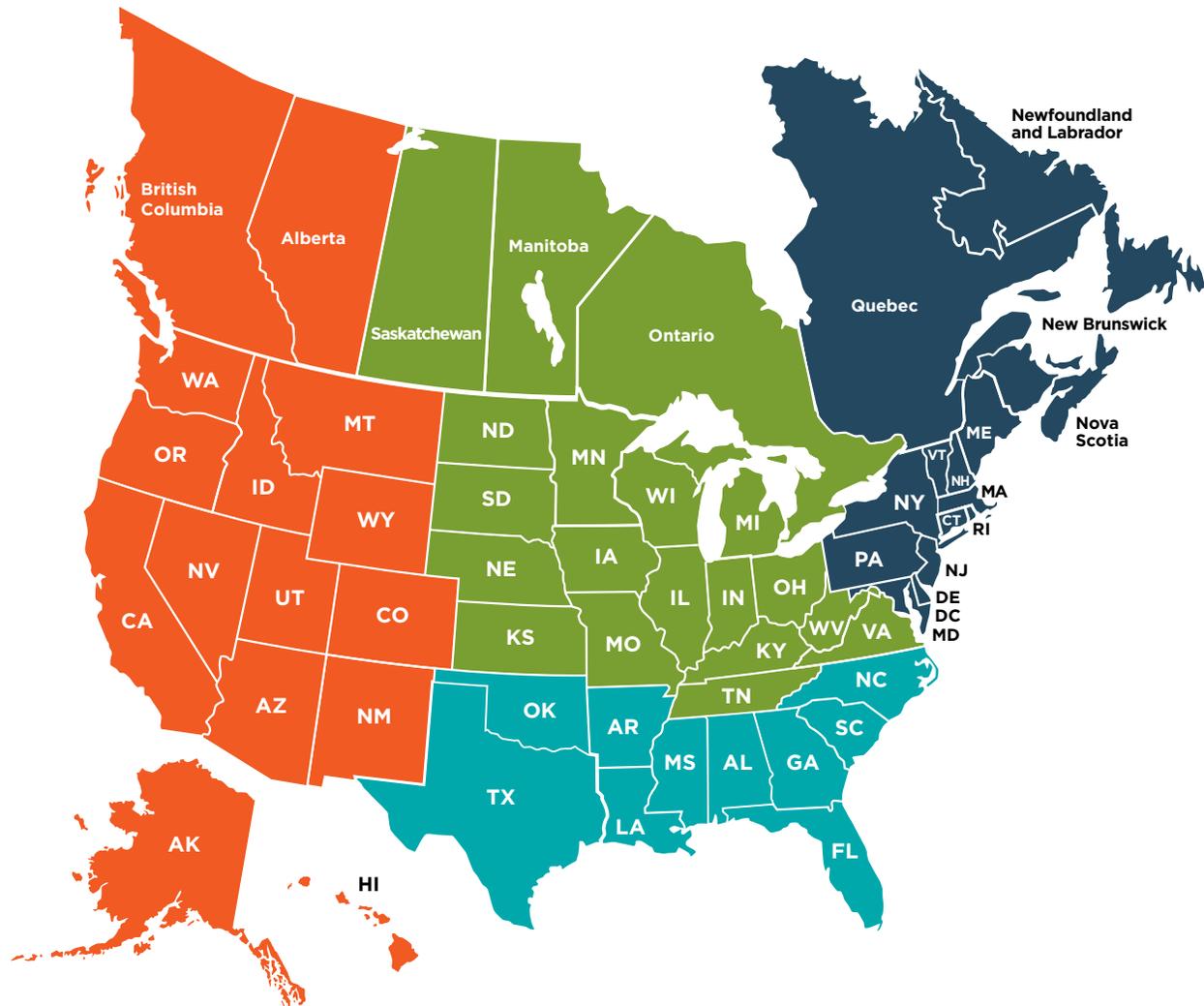
- ✓ **Agile**
- ✓ **Artificial Intelligence**
- ✓ **Design Thinking**

- ✓ **DevOps**
- ✓ **Digital Transformation**
- ✓ **Enterprise Security**

- ✓ **IT4IT**
- ✓ **ITIL4**
- ✓ **UX and more!**

**Mark your calendars and watch your email for special alumni offers!**

# PUT OUR EXPERTISE TO WORK FOR YOUR SUCCESS



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***Our experienced team of HDI experts is ready to help you craft a plan to deliver business results. Contact us today!***

You can also reach the HDI Customer Care Center at **800.248.5667** or **Support@ThinkHDI.com** | Monday – Friday, 7:00 a.m. – 4:00 p.m. MT.