HDI SERVICE MANAGEMENT AWARDS
NOMINATION TOOLKIT

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ABOUT THE PROGRAM

Validation feels pretty good, doesn't it? Acknowledgement and celebration goes a long way toward keeping employees satisfied, teams performing at a high level, and leadership engaged. Get the recognition you deserve with an HDI award.

HDI's service management awards recognize organizations that have generated positive results in service management. In addition to recognizing excellence in our industry, these awards promote service improvement and enable organizations to learn from the experiences of others.

Each award addresses a specific area of service management, and applicants are asked to demonstrate how they implemented or improved projects or initiatives that brought measurable value to their organizations in the preceding 18 months. The four awards, to be presented each year at Service Management World, are the Best Service Improvement Initiative, Best Knowledge Management Initiative, Best Change Management Initiative, and Best Problem Management Initiative.

And every finalist gets one free pass to attend the awards ceremony, hosted at Service Management World!

Does your team have what it takes to be a winner? This toolkit provides everything you need to know about nominating your team for one of our awards: dates and deadlines, categories and criteria, tips and tricks, and more. Still have questions? Contact the HDI Awards team at awards@thinkhdi.com.

IMPORTANT DATES & DEADLINES

Call for Entries Open:
April 1, 2020

Call for Entries Closes:
July 31, 2020

Finalist Interviews (virtual):
September 10–31, 2020

Winners Announced at Service Management World:
November 15–20, 2020

WHY ENTER?

✔ **Raise your profile.** Across all sizes and types of organizations, award winners and finalists benefit from industry exposure through a coordinated PR campaign and exposure to some of the most influential people in the profession. Our program offers unique PR and marketing collateral through articles and interviews written by our content team and featured in our newsletter. Also, some of our event media partners highlight finalists in their magazines and report on the results following the event.

✔ **Measure your performance.** By entering, you will be able to gauge how your support organization, team, and/or company compare against the very best.

✔ **Acknowledge your team's efforts.** In the busy world of service and support, achievements are easy to overlook. The process of completing the entry form allows you to pause and consider what (and who) contributed to your success and where you can go from here. Bonus: finalists are strongly encouraged to attend the awards party and celebrate success with their team!

✔ **Land new customers.** Customers like to work with winning companies, and reputation is often a factor in purchasing decisions. When prospective customers see that you've won an award for outstanding service and support, it may motivate them to choose you over your competition.

✔ **Retain existing employees.** Winning awards can improve employee morale, too. When employees are proud of their team, organization, or company's achievements, they have an excuse to brag to their friends and family.

✔ **Attract new employees.** Awards can help you attract the best new employees. People are drawn to award-winning businesses because they want to work for successful companies. In today's experience economy, potential employees are looking at awards and company rankings to make career decisions.

✔ **Celebrate your achievements as a team.** Celebrate your team's success by attending the awards ceremony at Service Management World. Each finalist receives one complimentary pass for the event and a discount code to help you bring even more team members!

Ready to get started? Keep reading for criteria and more. When you're ready to submit your entry, head to our awards portal to create an account and enter.

Pro Tip: Print and share the application questions with your team. Work collaboratively, and allow yourself plenty of time.

CATEGORIES, CRITERIA, & NOMINATION QUESTIONS

The HDI Service Management Awards celebrate teams that have achieved the highest levels of excellence in the industry. We accept nominations in the following categories:

- ✔ **Best Service Improvement Initiative**
- ✔ **Best Knowledge Management Initiative**
- ✔ **Best Change Management Initiative**
- ✔ **Best Problem Management Initiative**

BEST SERVICE IMPROVEMENT INITIATIVE

The Best Service Improvement Initiative Award recognizes an organization that has successfully adopted or improved one or more service offerings. There is no limit to the scope of the award beyond service improvement, which could include improved internal process efficiencies or improvements in service quality and the customer experience. The improvement strategy could be based on a published methodology or framework, or it could be a result of innovation within the organization.

Finalists are determined based on the following criteria:

- **A clear understanding of the key objectives and expected ROI behind the initiative.**
- **A clear description of the process in which the organization chose to adopt the plan.**
- **Clear proof of a thoughtful adoption approach, as shown by milestones and benchmarks.**
- **A unique approach and a focus on continual enhancements.**
- **Clear evidence of the positive impact this initiative has had on the business, from the perspective of both employees/analysts and customers.**
- **Clear articulation of how this initiative has driven success for the team, and why this case is award-worthy.**

NOMINATION QUESTIONS:

1. Describe how the organization determined the NEED for service improvement. What challenge were you attempting to solve or advantage did you want to gain? (max 500 words)
2. Describe the process by which the organization chose this particular approach to service improvement. (max 500 words)
3. Describe your adoption process and milestones. How did you measure success? Provide evidence. (max 1,000 words)
4. What challenges did you need to overcome within the adoption, and is there anything that you would have done differently in retrospect? (max 1,000 words)
5. Was there anything unique or innovative about the service improvement initiative? Please describe. (max 500 words)
6. How has the service improvement initiative improved the overall efficiency or results of the organization? Please explain the impact on analysts and customers. Provide metrics to illustrate your results. (max 1,000 words)
7. Upload any relevant documentation in one PDF (dashboards, spreadsheets, etc.)

BEST KNOWLEDGE MANAGEMENT INITIATIVE

The Best Knowledge Management Initiative Award recognizes an organization that has successfully adopted or enhanced knowledge management strategies to improve the organization's ability to respond to customer needs. Winners in this category have demonstrated strategies that benefit the customers, the support staff, and the business.

Finalists are determined based on the following criteria:

- ✔ **A clear understanding of the key objectives and expected ROI behind the initiative.**
- ✔ **A clear description of the process in which the organization chose to adopt the plan.**
- ✔ **Clear proof of a thoughtful adoption approach, as shown by milestones and benchmarks.**
- ✔ **A unique approach and a focus on continual enhancements.**
- ✔ **Clear evidence of the positive impact this initiative has had on the business, from the perspective of both employees/analysts and customers.**
- ✔ **Clear articulation of how this initiative has driven success for the team, and why this case is award-worthy.**

NOMINATION QUESTIONS:

1. Describe how the organization determined the NEED for adopting or improving knowledge management. What challenge were you attempting to solve or advantage did you want to gain? (max 500 words)
2. Describe the process by which the organization chose this particular approach to knowledge management. (max 500 words)
3. Describe your adoption process and milestones. How did you measure success? Provide evidence. (max 1,000 words)
4. What challenges did you need to overcome within the adoption, and is there anything that you would have done differently in retrospect? (max 1,000 words)
5. Was there anything unique or innovative about the knowledge management initiative? Please describe. (max 500 words)
6. How has the knowledge management initiative improved the overall efficiency or results of the organization? Please explain the impact on analysts, customers, and the business. Provide metrics to illustrate your results. (max 1,000 words)
7. Upload any relevant documentation in one PDF (dashboards, spreadsheets, etc.)

BEST CHANGE MANAGEMENT INITIATIVE

The Best Change Management Initiative Award recognizes an organization that has successfully adopted or enhanced change management strategies to improve the organization's ability to enable beneficial changes, with minimum disruption to IT Services. Winners in this category have demonstrated strategies that benefit the customers, the support staff, and the business.

Finalists are determined based on the following criteria:

- **A clear understanding of the key objectives and expected ROI behind the initiative.**
- **A clear description of the process in which the organization chose to adopt the plan.**
- **Clear proof of a thoughtful adoption approach, as shown by milestones and benchmarks.**
- **A unique approach and a focus on continual enhancements.**
- **Clear evidence of the positive impact this initiative has had on the business, from the perspective of both employees/analysts and customers.**
- **Clear articulation of how this initiative has driven success for the team, and why this case is award-worthy.**

NOMINATION QUESTIONS:

1. Describe how the organization determined the NEED for adopting or improving change management. What challenge were you attempting to solve or advantage did you want to gain? (max 500 words)
2. Describe the process by which the organization chose this particular approach to change management. (max 500 words)
3. Describe your adoption process and milestones. How did you measure success? Provide evidence. (max 1,000 words)
4. What challenges did you need to overcome within the adoption, and is there anything that you would have done differently in retrospect? (max 1,000 words)
5. Was there anything unique or innovative about the change management initiative? Please describe. (max 500 words)
6. How has the change management initiative improved the overall efficiency or results of the organization? Please explain the impact on analysts, customers, and the business. Provide metrics to illustrate your results. (max 1,000 words)
7. Upload any relevant documentation in one PDF (dashboards, spreadsheets, etc.)

BEST PROBLEM MANAGEMENT INITIATIVE

The Best Problem Management Initiative Award recognizes an organization that has successfully adopted or enhanced problem management strategies to improve the organization's ability to prevent incidents from happening and to minimize the impact of incidents that cannot be prevented. Winners in this category have demonstrated strategies that benefit the customers, the support staff, and the business.

Finalists are determined based on the following criteria:

- ✓ **A clear understanding of the key objectives and expected ROI behind the initiative.**
- ✓ **A clear description of the process in which the organization chose to adopt the plan.**
- ✓ **Clear proof of a thoughtful adoption approach, as shown by milestones and benchmarks.**
- ✓ **A unique approach and a focus on continual enhancements.**
- ✓ **Clear evidence of the positive impact this initiative has had on the business, from the perspective of both employees/analysts and customers.**
- ✓ **Clear articulation of how this initiative has driven success for the team, and why this case is award-worthy.**

NOMINATION QUESTIONS:

1. Describe how the organization determined the NEED for adopting or improving problem management. What challenge were you attempting to solve or advantage did you want to gain? (max 500 words)
2. Describe the process by which the organization chose this particular approach to problem management. (max 500 words)
3. Describe your adoption process and milestones. How did you measure success? Provide evidence. (max 1,000 words)
4. What challenges did you need to overcome within the adoption, and is there anything that you would have done differently in retrospect? (max 1,000 words)
5. Was there anything unique or innovative about the problem management initiative? Please describe. (max 500 words)
6. How has the problem management initiative improved the overall efficiency or results of the organization? Please explain the impact on analysts, customers, and the business. Provide metrics to illustrate your results. (max 1,000 words)
7. Upload any relevant documentation in one PDF (dashboards, spreadsheets, etc.)

TIPS FOR A SUCCESSFUL ENTRY

✔ **Allow yourself plenty of time to prepare your entries.** Be sure to set aside plenty of time to write your entry and get input from around the business.

✔ **Think carefully about which category you want to enter.** Think about your significant accomplishments and play to your strengths by entering the most relevant category for your team. Also, bear in mind that you will need hard, quantifiable results to really wow the judges. Can't find these? You may want to consider another category.

✔ **Stay focused.** It's tempting to tell our judges about every amazing thing your team has accomplished, but it's important to stick to the criteria. Tell the judges about your most notable achievements in a clear, consistent way. If you can, try and tell a story with your entry. For example, the reason for the initiative is the beginning, the middle is how you implemented it, and the ending is the results you have gained.

✔ **Read the questions on the entry form carefully and make sure that you are answering them thoroughly.** It sounds simple, but you'd be amazed how many entrants misunderstand the questions or include information that is not relevant.

✔ **Remember that the judges don't know your business – avoid acronyms.** The simpler, the better. Take a step back from the environment and processes you are absorbed in every day. We've seen lots of entries that seem to assume that all service and support operations run in the same way, but this is not the case; therefore, it's best to be as clear as possible.

✔ **Involve the whole team.** Ask staff at all levels for input – there may be hidden gems within the business that you don't know about, and employees may have unique ideas about information to include. Your team will gain a lot from looking back and seeing everything they've achieved – and they will feel appreciated. Also, consider the benefits of talking to someone at a high level. This may give you a good idea of how the initiative has affected the business as a whole and how it fits into the company's strategic goals.

✔ **Evidence, evidence, evidence.** Keep statements factual, as this will help with the credibility of your entry. For example, instead of saying "We have an excellent training program," say "Our new training program contributed to a customer satisfaction increase of 20% since the program began."

✔ **Don't forget the customer!** It's essential that you make it clear how the individual or initiative has impacted customers. Testimonials from customers and internal stakeholders are incredibly powerful – choose the best examples that clearly and concisely demonstrate your excellence.

✔ **Presentation, spelling, and grammar matter.** It sounds obvious, but it's difficult to overstate how important this is. Make sure to build time in your entry process for proofreading. Try reading the answers to the questions aloud to a friend or relative – if it makes sense to them, it will make sense to the judges.

✔ **Supporting material helps.** Don't overload judges with supporting materials that aren't relevant to your story. Carefully consider how you can most effectively illustrate your success. Feel free to include metrics, testimonials, etc., whatever best supports your story. Package up your supporting documentation in one PDF to make it more accessible for the judges.

✔ **Follow the example of past winners.** Need some inspiration? Browse our award pages to learn about past winners.