

Service Desk Manager Essentials: Leadership, Strategy & ITSM Excellence

Course Description

Service Desk Manager Essentials: Leadership, Strategy & ITSM Excellence is a **Koenig Original course**, designed to prepare IT professionals to effectively lead, manage, and optimize modern service desk and helpdesk operations.

This course focuses on building strong **managerial and leadership capabilities**, aligning service desk strategy with business objectives, and implementing effective **IT Service Management (ITSM)** practices. It combines operational best practices, people management, customer experience, performance measurement, and technology awareness to enable participants to run a high-performing, resilient service desk function.

The program is practical, industry-relevant, and tailored to client requirements, ensuring participants gain skills that can be immediately applied in real-world IT support and service environments.

Audience Profile

- Existing Service Desk and Helpdesk Managers
 - Aspiring Service Desk Managers and Supervisors
 - IT Support Team Leads and Operations Managers
 - ITSM Professionals transitioning into leadership roles
 - Senior Support Analysts preparing for managerial responsibilities
-

Prerequisite

- Basic IT knowledge
 - Familiarity with IT infrastructure, applications, and end-user support
 - Comfort using technology tools and ticketing systems
-

Course Objectives

By the end of this course, participants will be able to:

- Define and execute service desk strategies aligned with business goals
- Lead, motivate, and manage high-performing service desk teams

- Apply ITSM principles to incident, request, and service operations
 - Improve customer experience and stakeholder satisfaction
 - Establish and monitor KPIs, metrics, and service performance indicators
 - Balance technical awareness with effective managerial decision-making
 - Adapt service desk operations to evolving technologies, automation, and AI
-

Table of Contents (TOC)

Module 1: Introduction to Service Desk Management

- Role and purpose of the service desk
- Helpdesk vs service desk
- Responsibilities and challenges of Service Desk Managers

Module 2: Service Desk Operations Fundamentals

- IT support models and support levels (L0–L3)
- Ticket lifecycle: incidents and service requests
- Service Level Agreements (SLAs) and service commitments

Module 3: IT Service Management (ITSM) Foundations

- ITSM concepts and objectives
- Practices, processes, and procedures
- Applying ITSM principles in daily service desk operations

Module 4: Strategy and Business Alignment

- Developing service desk strategy
- Aligning services with organisational objectives
- Financial awareness and cost management

Module 5: Leadership and Team Management

- Management vs leadership
- Building effective and motivated teams
- Delegation, accountability, and performance management

Module 6: Communication and Stakeholder Engagement

- Effective communication for managers

- Managing customers and stakeholders
- Handling expectations and difficult conversations

Module 7: Staff Recruitment, Onboarding, and Development

- Recruitment strategies for service desk roles
- Induction and training frameworks
- Retention, coaching, and career development

Module 8: Customer Experience and Service Quality

- Customer-centric service desk practices
- Feedback collection and analysis
- Continuous service improvement

Module 9: Performance Measurement and Reporting

- KPIs, metrics, and critical success factors
- Ticket analysis and reporting
- Using data for decision making

Module 10: Technology Awareness for Service Desk Managers

- Understanding IT environments and domains
- Endpoint, application, and asset awareness
- Security basics and compliance considerations

Module 11: Resource, Vendor, and Asset Management

- Workforce and resource planning
- Vendor and supplier coordination
- Asset registers and technology lifecycle planning

Module 12: Resilience, Change, and the Future Service Desk

- Managing stress and building resilience
 - Organizational change awareness
 - Automation, AI, and evolving service desk models
-