

Service Definition

G-Cloud 15

Service Desk IT Support



Table of contents

1. Service Overview 3

2. Service Desk IT Support..... 4

3. FAQs..... 9

1. Service Overview

Since 2003, Academia has led the way in IT solutions and services for Education, Public Sector, Corporate and Nonprofit businesses across the UK. With over 350 dedicated professionals, we harness the power of technology to drive progress, deliver value, and promote sustainability through modern, economical, and eco-friendly solutions.

Recognised for five consecutive years in the Sunday Times Tech Track 100, and a Great Place to Work certified and Living Wage employer, Academia is trusted for its innovation, reliability, and sector expertise. We hold ISO27001, 14001, and 9001 certifications and operate to the highest standards of security and compliance through GDPR and Cyber Essentials Plus.

Our customer base for Managed Service Desk & IT Support is delivered to 70+ organisations from Enterprise to SMB. We offer flexible and tailored 24x7 Service Desk models based on your requirements, including:

- 100% outsourced Helpdesk
- Hybrid co-managed alongside internal IT team
- Dedicated Helpdesk on site and remote
- Nationwide Field Engineer coverage for proactive and reactive site visits

As a Direct Tier 1 Microsoft Solutions Partner, each year we manage and maintain over £5m worth of Microsoft 365 tenancies and Azure estates directly for our customers. Over 30 individual Microsoft certifications roll up into our three Solutions Partner Designations – Modern Work, Azure and Security (previously known as Gold Partner) meaning we are technically aligned with our expertise to support you.

As a Rank 1 supplier on the national framework for Apple products and services (ITS3028 NW) and an Apple Solutions Expert, we also support end-to-end Apple technologies – from deployment and management to authorised repairs and sustainable lifecycle services through our AcademiaOne programme.

To further enhance our IT Managed Services capabilities, in October 2024 Academia acquired Smartdesc – a leading Managed Services technology partner specialising in the nonprofit sector for over 13 years – to run and deliver our Managed Services division.

Together we combine scale, resilience, and deep sector experience to deliver people-centric IT services – including Service Desk, Co-Managed IT Operations, Cyber Security, Microsoft 365 management, and strategic IT consultancy & IT operating model design – all tailored to the unique needs of education, nonprofit and the public sectors.

All of the above means we will bring our partnership driven approach and values into your organisation to revolutionise how IT Support is delivered to your staff; all built around the ITIL Framework, with certified ITIL practitioners, and driven through our cloud based IT Service Management (ITSM) portal for clear SLA Compliance reporting, Management Information, and Trend Analysis to drive Continual Service Improvement.

2. Service Desk IT Support

We provide an IT Service Desk (Helpdesk) built around ITIL; our staff are trained and comfortable supporting very mixed IT skillsets – from front line field staff to C-Suite, back office desk based personas and power / advanced users.

Some callers very rarely use IT at all due to the nature of their jobs, some have accessibility needs and use specialist software, some are highly advanced. This user base means we constantly pivot our prioritisation and communication style based on personas, and speak plain English instead of hiding behind jargon!

The Service Desk allows for trend analysis and intelligence to be gained around how your staff are using IT, and what areas they often need help with the most, to focus IT Services Improvements around. It also provides a single point of contact for staff, no matter what the issue is and from whatever device they are using.

Most importantly of all, the Service Desk will own IT support tasks end to end. This is critical to the success of any outsourced support; if staff feel their request is being passed around, the service level will break down, so we insist that our team own and are accountable for each and every task – even if it requires them to liaise with a 3rd party, arrange a site visit, or anything in-between.

The end user will always have a named contact who will see their issue through to completion. We can be contacted by phone, email, chat, or the support portal.

Our formal SLAs are clearly defined, and our averages give a true picture of the quality the service:

- ✓ Across all customers our average customer feedback score across our history is 4.8 out of 5
- ✓ Across all customers in the last year our average resolution time for all incidents is 60 minutes.

Our IT Support Metrics



Measuring Success

Our Service Delivery Teams measure themselves against 5 high level Key Performance Indicators, which are assessed and monitored by our Senior Leadership Team every single month to ensure the service is healthy:

Measure 1: High User Feedback. In real time from end users, and via annual All Staff surveys, to ensure we are constantly pulse checking users' experience of getting help when they need it. If we do receive negative feedback, an automated workflow ensures a Service Delivery Manager personally speaks to the affected user

Measure 2: SLA Compliance. Over 90% for Respond and Resolve as a minimum

Measure 3: Wider [ITIL](#) best practice KPIs & Statistics are also tracked; these include a minimum 75% First Time Fix Rate, over 75% of tickets resolved using our Knowledgebase, and telephone answer time under 30 seconds.

Measure 4: IT Health Scorecard and Roadmap in place. Our Customer Success Managers (your dedicated Account Manager) have their own KPIs around ensuring your IT Health Scorecard and Roadmap are not only in place, but constantly reviewed in a regular cadence with you, ensuring we always remain proactive

Measure 5: Monitoring, security patch status, backup status. We deploy a monitoring agent to all computers that allows us to ensure both Microsoft and 3rd Party applications are patched weekly, backups successful, and devices in a healthy state. We use this data to plan your hardware refresh cycle with you too.

Service Level Agreement (SLA)

The following SLA is our standard response and resolution of Incidents logged via the Service Desk:

Action	Priority	SLA	Description
Ticket Logged	N/A	15 minutes	ITSM portal / chat / email / phone
First Human Response	1	30 minutes	Major Incident – sites down or many users cannot work
	2	60 minutes	Very High – a group of users cannot work
	3	2 hours	Urgent – a user cannot work fully
	4	4 hours	Standard – a normal change
	5	8 hours	Non-Urgent or Service Request
Resolved / Fixed	1	6 hours	Major Incident – sites down or many users cannot work
	2	12 hours	Very High – a group of users cannot work
	3	14 hours	Urgent – a user cannot work fully
	4	20 hours	Standard – a normal change
	5	36 hours	Non-Urgent or Service Request

SLA performance for the last 12 months

- ✓ Respond: 99.94% compliance
- ✓ Resolve: 98.81% compliance

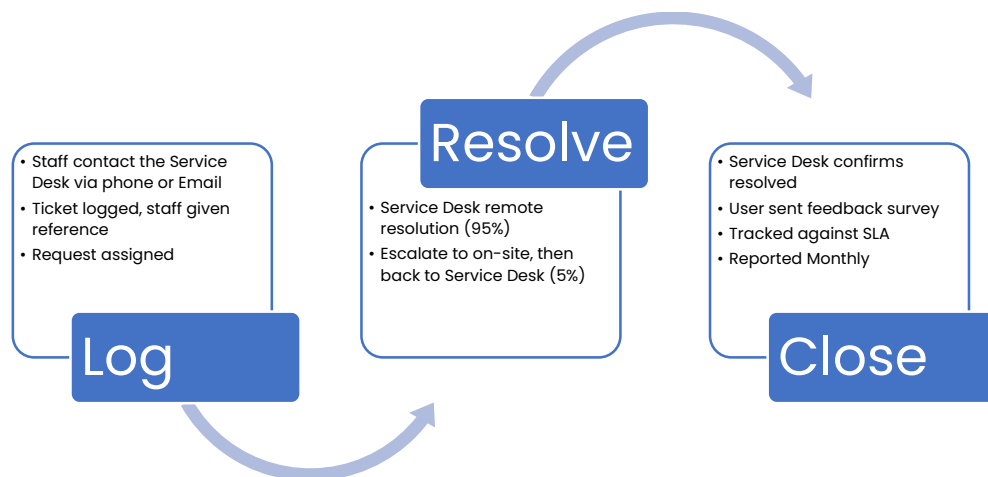
In addition to the monthly SLA compliance & trend reports, access will be given to your management team to see a real-time dashboard of requests that are in the system, plus historic tickets and their resolution times, at an organisational level.

We use market leading PSA AutoTask, as our IT Service Management (ITSM) platform and include Single Sign On and branding as part of the setup, to make getting IT Support as familiar and frictionless as possible for all.

The intelligence gathered through the Service Desk helps directly shape IT Support improvements with you as part of the Scorecard and Roadmap framework. Using this data and trend analysis, we can roll out initiatives such as further IT training, self-service, generate user guides and crib sheets which appear as context-sensitive suggestions when users are logging tickets – all with the aim of cutting down the amount of time staff need to spend with IT support.



User Journey – IT Support



Site Visits

Our core office locations are London and Hemel Hempstead. We have a nation-wide network of Field Engineers who cover all of the UK, who visit site on both a reactive and proactive basis. Reactive site visits for incidents where remote support has been attempted and the only solution is to attend site is included in the Service Desk at no extra cost.

Our Field Engineers are friendly, versatile multidisciplinary experts who are comfortable doing desk visits & floor walking, running drop in clinics, showing staff how to use applications, visiting smaller sites, running checks on meeting room AV, or swapping routers and switches.

This service is entirely flexible; we can provide a discounted day rate for an ongoing commitment of proactive visits, or a Pay As You Use cost ad-hoc.

Smartdesc IT Support Benefits

- Communication: our team are qualified and versatile IT experts, who provide a professional support service for a wide range of users with varying IT skillsets, on any device
- Visibility: Real time view of tickets, reporting and analysis of repeat problems monthly
- Speed: Consistent, priority driven resolution according to SLA, with very quick response times
- Greater bandwidth: our support staff deal with issues without relying on your in-house staff
- Accountability: The Service Desk own the issue through to resolution, even if it sits with a 3rd Party
- Continual Service Improvement: using data and trends to inform decisions on service improvement.

Adding value, experience and trusted advice

As you can hopefully see by now, we are passionate about going above and beyond for the clients we support. We pride ourselves on our expertise and proactive approach, integrating into your organisation and “being” your IT Department. Other benefits the partnership with us brings include:

- ✓ A dedicated Customer Success Manager, who will own your Continual Service Improvement roadmap,
- ✓ Benchmarking wider IT costs such as Connectivity, VOIP, CRMs etc. as a second pair of eyes
- ✓ Getting round the table with your 3rd party vendors to represent your IT Department, helping steer discussions on wider technology areas such as Finance, CRM, HR etc.
- ✓ Advising and ensuring you are using the optimum licensing models – especially with Azure and 365
- ✓ Providing IT policies such as Acceptable Use, Information Security, Data Protection
- ✓ Working with you to improve general IT operational processes such as Starters & Leavers, Inductions
- ✓ Looking at IT Training within the organisation, assessing IT skillsets and developing a Training Needs Analysis / Training Programme with our in-house IT Training Manager
- ✓ Access to a wide pool of multi-disciplinary experts and specialists for leadership and guidance on other areas such as Information Governance (including ISO27001), Cyber Security Best Practice, Hardware Lifecycle budgeting, AI and Automation.
- ✓ DR testing. We act with integrity, price fairly, and always put the customer’s interests first.

3. FAQs

What is the Service?

- Single point of contact for end users to receive day-to-day IT support, backed with full SLA and ITIL Framework.

Who delivers it?

- Delivered in-house by Smartdesc.

What is the Service All About?

- Full or partial outsourcing of an organisation's IT helpdesk function.
- ITIL-backed processes and exceptional quality, all delivered by in-house teams.
- Smartdesc owns the service level and outcome, removing headaches of staff management, quality control, staff cover, and recruitment.
- Enables customers to focus on business enablement and strategic acceleration.

Why Do I Need This Service?

- Removes operational overhead from IT Directors, Finance Directors, or others accountable for IT.
- Smartdesc takes responsibility for service levels and outcomes.

Who is This Service For?

- All sectors, typically organisations with 50–3,000 staff.
- Smaller organisations: fully outsourced, shared remote service desk.
- Larger organisations: hybrid teams (in-house + dedicated outsourced staff, possibly on-site).
- For organisations with more than 300 staff, the operating model is designed case by case.

How Do We Deliver This Service?

- Smaller organisations: £26.50 per user per month for fully outsourced remote service desk.
- Larger organisations: priced case by case, depending on the operating model.
- Operating model design is free of charge as part of pre-sales.

Key Selling Points

- IT Directors and other IT leadership roles are freed from day-to-day operational overhead.
- Smartdesc are IT service delivery certified experts.
- Smartdesc owns the service level and overall outcome.
- Model is growing across industries; many case studies available

FAQs / Objection Handling

- Service responsiveness: Over 98% all-time SLA adherence.
- Staff communication: Only fully trained in-house staff; excellent reputation.
- TUPE support: Experienced in TUPE transfers, positive experience for individuals.
- Systems: Autotask ITSM for metrics, reports, self-service portals, and multiple communication channels.
- Service tracking: Monthly meetings to review service levels and discuss details.

How to Engage

- Contact us via solutions@smartdesc.co.uk
- Please ensure you reference the GCloud Service ID number in all communication.

Associated or Complimentary Services

- Infrastructure Management and Device Management (RMM)
- Asset Lifecycle
- Cyber Security
- IT Leadership & Strategy

Get in touch

The Progression Centre • Mark Road • Hemel Hempstead • HP2 7DW
www.academia.co.uk • info@academia.co.uk • 01992 703 900

