

# Digital Podcast Show Notes

## Episode 47 with Guest: David Wright, Live from SITS 2022 Show (Service Desk and IT Support Show).

**Hosts: Barclay Rae, Ian Aitchison**

### **Greetings section**

BR: Welcome, today we've a live podcast from the SITS show! Our guest is David Wright from SDI - The Service Desk Institute. How are you David?

DW: It's been great. Enjoying getting back into face to face contact in the industry. Lots of questions about What Are SDI Doing Next?

IA: Do you think that the community that the SDI has brought together has come out of pandemic stronger, the same, weaker?

DW: We've done a number of research reports recently that show very positive stories. I don't think there has been any bad stories. Generally really positive. People see the pandemic as a positive boost for IT obviously touched people's lives in sensitive ways, but for the industry it has been an enabler. I feel we are at least 5 years ahead of where we -the industry - would have been without the pandemic.

BR: I have heard this a lot also. I also hear we need to do more about the perception of IT being slow on the fundamental things.

DW: We did some research on the impact of COVID 19 on the perception of the business of IT. 62% (business) and 65% (service desk) said perception had changed positively. There is some understanding about value being visible at a superficial level, so if that is there, I say use it, ride on that, continue to deliver that value. There is an opportunity.

IA: We have seen that lots of organisations have had to make changes really quickly. There is demand to continue to be that decisive and quick, so we should not fall back to bureaucracy and slow process.

DW: Yes we saw that in our research also. Part of top 3 or 4 of How We Are Going To Act was saying Maintaining Agility. Whether that will carry on or whether some orgs will fall back to old methods is about culture and leadership.

BR: We've been dragged kicking and screaming to become easier to do business with. It would be retrograde to chuck that away now, with all the good will that is there.

BR: Looking forward, where is the future heading. What is the evolution of the service desk? Will the phone stop ringing because everything is working?

DW: What has been great over recent years is seeing organisations changing from information workers to knowledge workers. Automation and AI and machine learning are making a difference. Releasing repetitive work becomes important. One organisation incorporated KCS (knowledge centred support), trained 80,000 people on KCS, new articles viewed 750,000 times by customers. I see cost efficiencies and technology moving, either reducing headcount, or enabling people skills in better ways to become more assistive and more unified.

IA: The KCS example of people moving from 'Fast Food' service to Gourmet service.

DW: Yes, I see ESM as a step towards the future of work. I see a change from reactive to proactive and more assistive focuce. There is great stuff happening, and I am looking forward to seeing what the next 6 - 12 months means to the future of work.

### **David's Recommended Drink**

- Negroni, or 'Kutch' - a homely welsh red ale

### **Useful Links**

- SDI: <https://www.servicedeskintstitute.com/>
- David on LinkedIn:  
<https://www.linkedin.com/in/david-wright-ba056727/?originalSubdomain=uk>

### **Bar Bio**

David is Chief Value and Innovation Officer at the Service Desk Institute. A well known and talented event host, presenter, and communication wizard, you can always rely on David to come up with interesting opinions, facts and figures. And jokes too. Lots of jokes. When not quoting facts, figures and opinions with a welsh accent, his mouth can be found consuming a Negroni cocktail, or perhaps a homely welsh ale. Sometimes both at once, but since we only put one drink here on the bar, we'll go with the Negroni. Thanks for being on the show David!