

TRUE/FALSE

1. A blended call center is a call center that receives incoming calls and makes outgoing calls.

ANS: T PTS: 1 REF: 36

2. The term technical center is being used increasingly to refer to a call center that uses technologies such as e-mail and the Web in addition to the telephone to communicate with its customers.

ANS: F PTS: 1 REF: 36

3. A poorly run service desk can make even the most effective IT organization look bad.

ANS: T PTS: 1 REF: 37

4. Even a highly effective service desk cannot compensate for deficiencies, such as customer perception, elsewhere in the organization.

ANS: F PTS: 1 REF: 37

5. In a multi-level support model, service desks require three levels of support to be efficient and effective.

ANS: F PTS: 1 REF: 38

6. Technology such as knowledge management systems, network monitoring systems, and diagnostic systems enables the service desk to absorb many activities performed by other support groups. These other groups may then focus on tasks such as projects, operations activities, and maintenance activities.

ANS: T PTS: 1 REF: 38

7. Service desks typically hand off more incidents to other groups than traditional help desks do.

ANS: F PTS: 1 REF: 38

8. A best practice is for a company to only have one internal service desk to provide a single point of contact for customers.

ANS: F PTS: 1 REF: 40

9. IT departments must now function as internal service providers and must supply competitively priced services that help the company's employees use technology to improve productivity and increase corporate profitability.

ANS: T PTS: 1 REF: 41

10. Taking ownership of an incident means tracking the incident to ensure that the customer is kept informed about the status of the incident, that the incident is resolved within the expected time frame, and that the customer is satisfied with the final resolution.

ANS: T PTS: 1 REF: 41

11. Since formal training for users and service desk staff is a significant expense, it is wise to try to do as much training as you can in an informal manner.

ANS: F PTS: 1 REF: 42

12. Instead of rejecting out-of-scope requests, underfunded IT service desks often direct the customer to another source that can help.

ANS: T PTS: 1 REF: 45

13. External service desks may perform pre- and post-sales support; typically internal service desks don't provide this type of service.

ANS: T PTS: 1 REF: 46

14. The services that an external service desk provides are typically determined by a warranty or legally binding contract.

ANS: T PTS: 1 REF: 47

15. External service desks typically face the same budget and staffing constraints that internal service desks do.

ANS: F PTS: 1 REF: 47

16. Typically, small companies have small service desks, while large companies have large service desks.

ANS: F PTS: 1 REF: 48

17. Some smaller companies act as one-stop-shops, which means that the service desk is fully responsible for resolving all incidents and service requests, even if they need to do extensive research or even programming changes.

ANS: T PTS: 1 REF: 49

18. Medium service desks typically take on the characteristics of large service desks.

ANS: F PTS: 1 REF: 50

19. Large service desks typically operate as one large team, as it is easier to manage incoming calls this way.

ANS: F PTS: 1 REF: 51

20. Some companies have multiple decentralized service desks that support specific products or internal or external customer communities.

ANS: T PTS: 1 REF: 53

21. Having 3 geographically dispersed service desks, providing 24-hour coverage, with analysts only working during the usual business hours for their location is an example of the follow the sun service desk approach.

ANS: T PTS: 1 REF: 54

22. One drawback to the service desk as a profit center is that the staff must account for every activity they perform throughout the day.

ANS: T PTS: 1 REF: 59

23. Profit center service desks are under increasing pressure to analyze and control their costs, market the value of their services, and without alienating customers, charge a premium for "customized" services; however, cost center service desks are not under these same pressures.

ANS: F PTS: 1 REF: 59

24. The service desk model is requiring service desk analysts to have different skills in order to perform tasks such as system and network administration, remote diagnostics, network monitoring, and training.

ANS: T PTS: 1 REF: 65

25. The service desk industry is growing and changing, but one size does NOT fit all. Due to the different types and sizes of service desks, there are a range of opportunities available to people wishing to enter this industry.

ANS: T PTS: 1 REF: 66

MULTIPLE CHOICE

1. A(n) ____ call center takes orders, responds to billing inquiries, and provides customer support.
- a. blended
 - b. multi-purpose
 - c. outbound
 - d. inbound

ANS: D PTS: 1 REF: 36

2. A(n) ____ call center primarily does telemarketing.
- a. blended
 - b. multi-purpose
 - c. outbound
 - d. inbound

ANS: C PTS: 1 REF: 36

3. What is primary difference between a help desk and a service desk?
- a. A help desk services only internal customers; a service desk services both internal and external customers.
 - b. Service desks typically have more staff than help desks, as they have numerous responsibilities.
 - c. Help desks typically have a narrower scope of responsibility than service desks and handle only incidents.
 - d. Help desks typically handle service requests and communications with customers, while service desks do not handle service requests.

ANS: C PTS: 1 REF: 37

4. In a ____ service desk model, service desk analysts refer incidents they cannot resolve to the appropriate group (internal or external).
- a. multi-level
 - b. virtual
 - c. top-down
 - d. technical

ANS: A PTS: 1 REF: 37

5. What does level zero refer to?
- a. The time an incident first occurs.
 - b. The service desk using remote control to resolve incidents.
 - c. The first point of contact for customers.
 - d. Customers solving incidents on their own.

ANS: D PTS: 1 REF: 37

6. In a multi-level support model, external vendors are typically ____.
- a. level 0
 - b. level 1
 - c. level 2
 - d. level 3

ANS: D PTS: 1 REF: 38

7. In a multi-level support model, application and network support analysts are typically ____.
- a. level 0
 - b. level 1
 - c. level 2
 - d. level 3

ANS: C PTS: 1 REF: 38

8. According to HDI's 2012 Report, ____ percent of incidents are resolved by the person who initially received the call.
- a. 59
 - b. 69
 - c. 79
 - d. 89

ANS: B PTS: 1 REF: 41

9. ____ distribute digital media files over the Internet to personal computers and portable media players, are a form of training, and are used by students to deliver assignments.
- a. Podcasts
 - b. Webcasts
 - c. Webinars
 - d. CBTs

ANS: A PTS: 1 REF: 42

10. Which is the most active (i.e., allows for interaction) type of training?
- a. Podcasts
 - b. Webcasts
 - c. Webinars
 - d. CBTs

ANS: C PTS: 1 REF: 42

11. Moving equipment, installing and configuring new systems, and providing equipment to a new employee are examples of ____ changes.
- a. service
 - b. normal
 - c. standard
 - d. routine

ANS: C PTS: 1 REF: 43

12. Which is true?
- a. Service Level Agreements are only used with external service desks; internal
 - c. Service Level Agreements spell out the services the service desk will provide to

service desks do not need them.

the customer, the customer's responsibilities, and how the service performance will be measured.

- b. Service Level Agreements outline the services that the service desk will provide to the customers; Customer Agreements outline the customer's responsibilities.

- d. Customers write Service Level Agreements to ensure that they include all services they want supported and the corresponding time frames for that support.

ANS: C

PTS: 1

REF: 44

13. ____ is/are the most expensive component of a service desk.

- a. People
b. Technology

- c. Building and maintaining processes
d. Gathering and maintaining information

ANS: A

PTS: 1

REF: 45

14. Which is true about internal service desks?

- a. They should strive to provide unlimited customer service.
b. They tend to be underfunded.

- c. They tend to charge for their services.
d. They cost more to run than external service desks.

ANS: B

PTS: 1

REF: 45

15. Most hardware and software companies have ____ service desks to support their customers.

- a. external
b. internal

- c. inbound
d. blended

ANS: A

PTS: 1

REF: 46

16. Which is true about customer relationship management (CRM)?

- a. Both internal and external service desks should engage in CRM initiatives to ensure optimal levels of customer service.
b. It focuses on performing customer satisfaction surveys and updating Service Level Agreements to reflect new service levels.

- c. It involves using customer contact and relationship information to generate additional sales and increase levels of customer service and retention.
d. It assigns dedicated account specialists to accounts and enables organizations to ensure higher levels of customer service.

ANS: C

PTS: 1

REF: 46

17. A service desk with eight people is considered ____.

- a. small
b. normal

- c. medium
d. multi-level

ANS: A

PTS: 1

REF: 49

18. Which is true?

- a. Efficient and effective one-person service desks are common and are considered a best practice.
b. Small service desks are effective if the service desk has a broad scope of responsibilities.

- c. Small service desks cannot be world class even if they have satisfied customers.
d. Service desks may remain small because they have a low call volume and support stable products.

ANS: D PTS: 1 REF: 49

19. Which is a challenge that small service desks face?
- a. They tend to be informal and therefore very reactive.
 - b. They typically don't use technology to log and manage incidents.
 - c. They are process dependent, which makes it stressful for analysts.
 - d. Analysts don't have the opportunity to broaden their base of skills.

ANS: A PTS: 1 REF: 50

20. Which is true about large service desks?
- a. Unlike small service desks, they have trouble providing training for analysts, as analysts spend the majority of their time working with customers.
 - b. They tend to be people-dependent and are severely affected when someone leaves the company or is out because of illness or vacation.
 - c. Many grew from small service desks whose support needs increased or were consolidated from several smaller service desks.
 - d. They have more than 25 people but focus on analysts getting to know their customers, relating well to them, and fully understanding their needs.

ANS: C PTS: 1 REF: 50

21. Which is statement best describes centralized service desks?
- a. They cost more to operate than decentralized service desks.
 - b. All analysts are located in one location.
 - c. Analysts typically have higher skill levels and greater ability to resolve incidents.
 - d. The goal is to resolve all incidents at the service desk.

ANS: C PTS: 1 REF: 52

22. ____ service desks must communicate to customers what they should do and who they should contact when incident symptoms are unclear.
- a. Follow the sun
 - b. Virtual
 - c. Decentralized
 - d. Remote

ANS: C PTS: 1 REF: 54

23. A company with a single service desk who transfers calls, as necessary, to multiple, specialized service desks is said to be ____.
- a. centralized
 - b. decentralized
 - c. centrally decentralized
 - d. local

ANS: C PTS: 1 REF: 57

24. The process of determining a customer's need and routing the customer to the appropriate support group is known as ____.
- a. escalation
 - b. triage
 - c. routing
 - d. transferring

ANS: B PTS: 1 REF: 57

25. When a service desk is run as a(n) ____ center, management's main objective is to minimize and eliminate expenses so that profits will be as high as possible.
- a. cost
 - b. profit
 - c. external
 - d. remote

ANS: A PTS: 1 REF: 58

26. Which is true of service desks run as cost centers?
- a. To be successful, they typically support a wide-range of services 24 hours a day, 7 days a week.
 - b. They place a heavy emphasis on successfully marketing their services and generating new customers.
 - c. They must consistently track, in great detail, all expenses and staff effort, including overtime.
 - d. In the past, when they charged for customer contacts, they incurred hidden costs in peer-to-peer support.

ANS: D PTS: 1 REF: 58-59

27. Service desks run as ____ centers must cover their expenses and, perhaps, make money by charging a fee for support services.
- a. cost
 - b. profit
 - c. decentralized cost
 - d. external support

ANS: B PTS: 1 REF: 59

28. Which is true about outsourcing service desk services?
- a. When companies initially began outsourcing in the 1980s, they were always able to show a reduction in costs.
 - b. In early outsourcing efforts, companies found success in being able to let the outsourcers handle all the service problems.
 - c. 53% of companies surveyed by the Help Desk Institute outsource at least part of their service desk activities.
 - d. Some companies want to increase hours of service without increasing the number of staff; therefore, they outsource.

ANS: D PTS: 1 REF: 60

29. Which is true about outsourcing service desk services?
- a. Companies are now realizing that when they outsource certain services that they do not outsource their customers and must rigorously measure and manage their supplier's performance.
 - b. The main reason that companies outsource some or all services is because they are unwilling to make the capital investments required to deliver competitive service desk services.
 - c. One of the important aspects of the HDI's 2012 Practices and Salary Survey Report is that outsourcing really is an "all or nothing" business strategy and can be considered a permanent strategy.
 - d. According to HDI's 2012 Practices and Salary Survey Report, only 10 percent of companies do not outsource services at all and have no plans to outsource.

ANS: A PTS: 1 REF: 61-63

30. Which is true about the consolidation of support services?
- a. While the service desk model is popular, most companies prefer to use the help desk model and focus on delivering only computer-related services.
 - b. The sheer complexity of technology, the related security issues, and the need for extensive training are curtailing the consolidation of support services.
 - c. Having the service desk maintain user accounts and perform some security-related activities has reduced the time required to satisfy these requests, and enhanced customer satisfaction.
 - d. Most organizations find it difficult to rotate other analysts, such as application developers

or customer representatives, into the service desk, resulting in a lack of shared knowledge and communication.

ANS: C

PTS: 1

REF: 64-66

COMPLETION

1. A service desk analyst may need to _____ an incident to level two if it is beyond his/her scope or authority.

ANS: escalate

PTS: 1

REF: 37

2. The “S” in SME stands for _____.

ANS: subject

PTS: 1

REF: 37

3. A service desk’s _____ defines who the service desk supports, what it supports, and how it provides that support.

ANS: mission

PTS: 1

REF: 39

4. A(n) _____ service desk responds to questions, distributes information, and handles incidents and service requests for its company’s employees.

ANS: internal

PTS: 1

REF: 40

5. A strong trend in the training industry is _____, which involves people learning by interacting with other people. Examples are observing others, and sharing expertise thru discussion forums, wikis, and blogs.

ANS: social learning

PTS: 1

REF: 42

6. A(n) _____ service desk gives the impression of a centralized service desk by using sophisticated telephone systems and the Internet; analysts may be located anywhere.

ANS: virtual

PTS: 1

REF: 52

7. A(n) _____ service desk is located close to its customers.

ANS: local

PTS: 1 REF: 53

8. Historically, internal service desks have been _____ centers, in which budget items required to run the service desk are considered an expense to the company.

ANS: cost

PTS: 1 REF: 58

9. A level _____ analyst often works in support of a particular software application, network support, and may even be part of a group within the service desk team.

ANS:

two

2

PTS: 1 REF: 37-38

10. A(n) _____ is a web site whose users add, modify, or delete its content using a Web browser and is an excellent method for service desk analysts to share their expertise and utilize expertise from others.

ANS: wiki

PTS: 1 REF: 42