

PEOPLECERT SDA

Service Desk Analyst v9 (SDA)



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Latest Version: 6.0

Question: 1

Which of the following is an area covered by organisational policy?

- A. Processes and procedures
- B. Standards and best practice
- C. Metrics and reporting
- D. Diversity and inclusion

Answer: D

Explanation:

Organisational policy establishes the formal principles, expectations, and behavioural requirements that employees must follow. Diversity and inclusion is therefore the best answer because organisations typically establish policies governing equality, fair treatment, respectful behaviour, accessibility, inclusion, discrimination, and appropriate workplace conduct. For a Service Desk Analyst, compliance with these policies directly influences interactions with customers and colleagues.

The SDA v9 framework places significant emphasis on professionalism, relationship management, cultural awareness, collaboration, and delivering appropriate service to a diverse customer community. An analyst must recognise different perspectives, avoid discriminatory treatment, and ensure that professional conduct remains consistent regardless of a customer's role, background, ability, or circumstances.

Processes and procedures define how activities are performed; standards and best practices provide operational guidance; metrics and reporting are mechanisms for measuring performance. Although all three can be governed by an organisation, diversity and inclusion is specifically an organisational policy area concerned with employee conduct and organisational culture.

Question: 2

Which of the following is NOT a characteristic of a good service attitude?

- A. Being accountable and responsible for your actions
- B. Maintaining a positive attitude
- C. Treating customers differently based on perceived importance
- D. Conveying a willingness to help

Answer: C

Explanation:

A professional Service Desk Analyst should provide a consistently high standard of service to customers rather than changing the quality of treatment according to a customer's perceived seniority or importance. Therefore, treating customers differently based on perceived importance is not a characteristic of a good service attitude.

A strong service attitude is demonstrated through accountability, responsibility, willingness to assist, positive communication, ownership, courtesy, and respect. These behaviours establish confidence in the Service Desk and contribute directly to the customer experience. Analysts may legitimately prioritise incidents according to defined business impact, urgency, service levels, or agreed processes, but that is fundamentally different from giving preferential interpersonal treatment because an individual appears more important.

The SDA competency framework emphasises delivering professional and effective frontline support, building customer rapport, and understanding customer needs. Professional service excellence requires equitable treatment, consistent standards, and a willingness to help all customers appropriately. Accordingly, A, B, and D demonstrate appropriate professional behaviours. Option C conflicts with equitable, customer-focused service delivery and professional conduct.

Question: 3

Which of these describe the role of an SDA in an effective team?

1. Collaborate openly and effectively
2. Encourage a safe and supportive workplace
3. Support during onboarding with buddying and skill development
4. Retaining knowledge and information

- A. 1, 2 and 4
B. 1, 3 and 4
C. 1, 2 and 3
D. 2, 3 and 4

Answer: C

Explanation:

An effective Service Desk Analyst contributes actively to team performance rather than working as an isolated technical resource. Statements 1, 2, and 3 correctly describe this responsibility.

First, analysts should collaborate openly and effectively. Service Desk work depends on information sharing, coordinated resolution, escalation, and cooperation with colleagues and specialist teams. Second, analysts should help create a safe and supportive workplace where colleagues can ask questions, raise concerns, learn from errors, and contribute ideas without unnecessary fear. Third, analysts can support colleagues during onboarding through buddying

and skill development, accelerating integration into the team and transferring practical knowledge.

Statement 4, “retaining knowledge and information,” is inconsistent with effective team behaviour if it means keeping useful information to oneself. Modern service management depends on knowledge sharing, documentation, and collaborative learning. Useful knowledge should be captured and made available to colleagues where appropriate. The SDA v9 specification develops collaboration with colleagues, rapport, communication skills, and professional Service Desk behaviour. Therefore, 1, 2, and 3 form the correct combination.

Question: 4

Which of the following actions does NOT demonstrate sensitivity and respect for other cultures?

- A. Accept and respect the value of different approaches
- B. Recognizing the value of diversity
- C. Imposing your own values and beliefs
- D. Understanding the impact of unconscious bias

Answer: C

Explanation:

Imposing your own values and beliefs is contrary to culturally sensitive and respectful service. A Service Desk Analyst operates in an environment where customers and colleagues may have different cultural backgrounds, communication styles, expectations, experiences, and perspectives. Professionalism requires the analyst to recognise those differences without assuming that their own cultural norms are inherently superior or universally applicable.

Accepting the value of different approaches supports inclusive collaboration. Recognising diversity helps analysts appreciate that people may communicate, work, and respond to situations differently. Understanding unconscious bias is equally important because unexamined assumptions can affect how analysts interpret customer behaviour, make decisions, or communicate.

Cultural awareness does not require an analyst to abandon organisational procedures or professional standards. It requires them to apply those standards respectfully and consistently while avoiding inappropriate assumptions and prejudgements. SDA v9 identifies relationship management, customer relationships, cultural awareness, professionalism, and effective communication as core learning areas. Consequently, options A, B, and D support inclusive professional behaviour, while option C directly undermines cultural respect.

Question: 5

Which of these is a benefit of active listening?

- A. Customer satisfaction is guaranteed
- B. Call time is minimised
- C. The customer's emotional state doesn't change
- D. The Service Desk's credibility is established

Answer: D

Explanation:

Active listening helps establish the credibility of both the analyst and the Service Desk, making D the correct answer. Active listening involves concentrating on what the customer is communicating, checking understanding, responding appropriately, and demonstrating that the customer's information and concerns are being taken seriously.

Credibility develops because customers are more likely to trust an analyst who accurately understands their situation and avoids unnecessary repetition or assumptions. Effective listening also supports better diagnosis, improves understanding of customer needs, reduces misunderstanding, and helps the analyst identify emotional cues that may affect the interaction. The other answers use absolute or misleading claims. Active listening cannot guarantee customer satisfaction because satisfaction is influenced by many factors. It can optimise an interaction, but it does not necessarily minimise every call's duration; appropriate investigation may require additional time. Nor does active listening mean that a customer's emotional condition remains unchanged. In fact, appropriate listening and empathy can positively influence that emotional state. SDA v9 specifically includes communication skills and the benefits of active listening.

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