1.What is your name?

Enter your answer

2.What is your email address?

Enter your answer

3.What is the name of your organisation? *Required to answer*

Enter your answer

4.Which type of public sector organisation does your organisation belong to? *Required to answer*

* Central government department or agency
* Local authority
* NHS organisation (hospital, trust, CCG, etc.)
* Education (school, college, university)
* Emergency services (police, fire, ambulance)

5.What is the approximate size of your organisation (number of employees)? *Required to answer* *(Please select the range that best describes your organisation's total number of employees.)*

* 1-50
* 51-200
* 201-500
* 501-1,000
* 1,000-5,000
* 5,001–10,000
* 10,001+

6.What is your organisation’s main enterprise Service Management tool? *Required to answer* (Service Management is the practice of designing, delivering, managing, and improving IT services so they meet the needs of the business and its users, ensuring reliability, efficiency, and value)

* Aisera
* Alemba Service Manager (formerly Alemba vFire)
* Alloy Software
* Atomicwork
* BMC Helix (formerly Remedy)
* Cherwell
* EasyVista
* Freshservice
* HaloITSM
* IFS assyst (formerly Axios Assyst)
* InvGate Service Management
* Ivanti Neurons / Ivanti Service Manager
* Jira Service Management (formerly Jira Service Desk)
* ManageEngine ServiceDesk Plus
* Omnitracker (Omninet)
* OpenText SMAX
* OTRS
* Remedyforce (Salesforce ITSM)
* Serviceaide (CloudSM)
* ServiceNow
* SolarWinds Service Desk
* Spiceworks Help Desk
* Sunrise Software
* Supportworks (Hornbill Systems)
* SysAid
* TOPdesk
* Xurrent (formerly 4me)
* Zendesk
* Other – Please Specify?

7.Which enterprise functions does your main enterprise Service Management tool support? (Select all that apply) *Required to answer* Multiple choice.

* IT
* HR
* Finance
* Facilities
* Legal
* Marketing
* Procurement

8.Do you use any additional Service Management tools for specific functions? *Required to answer*

* No
* Yes

9.If yes, please specify additional Service Management tools for specific functions?

Enter your answer

10.What year was your organisation’s main Service Management tool first implemented? *Required to answer*

* 2025
* 2024
* 2023
* 2022
* 2021
* 2020
* 2019
* 2018
* 2017
* 2016
* 2015
* 2014
* 2013
* 2012
* 2011
* 2010
* 2009 or before

11.If the licence for your organisation’s main Service Management tool is due for renewal within the next 24 months, do you plan to change to a different tool? *Required to answer*

* Yes
* No
* Don't know
* Not applicable

12.What is the annual software license cost for your current main Service Management tool? (in £) *Required to answer*

Enter your answer

13.How many agents/fulfillers are covered by this licence? *Required to answer*

Enter your answer

14.If a third party (vendor or another provider) manages the tool fully or partly, what is the annual cost of this managed service? (in £) *Required to answer*

Enter your answer

15.What services are included in this third-party management? (Select all that apply) *Required to answer* Multiple choice.

* Hosting (infrastructure, monitoring, backups)
* Upgrades / patching (regular vendor releases, security fixes)
* User support & incident fixes (end-user assistance, bug resolution, break/fix support)
* Minor enhancements to existing modules (e.g., workflow changes, form updates, field/config changes)
* Major changes (e.g., new modules, new integrations, significant redesign)

16. If the tool is managed fully or partly in-house, what is the approximate FTE (full-time equivalent) effort required to manage it? *Required to answer*

Enter your answer

17. For the following AI Service Management platform capabilities, please indicate the status. *Required to answer*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Already in place | Implementing in next 6 months | Planning to implement in next 24 months | No plans |
| **Native AI** (AI features built into the Service Management platform by the vendor, e.g. auto-classification, ticket routing, predictive analytics) |  |  |  |  |
| **Generative AI** (AI models that generate responses or knowledge articles, e.g. LLM-driven virtual agents, automated knowledge base creation, summarisation of tickets) |  |  |  |  |
| **Agentic AI** (AI systems that can autonomously take actions or orchestrate workflows across tools without constant human input, e.g. resolving incidents end-to-end, triggering changes automatically) |  |  |  |  |

18.Where is your Service Management tool hosted? *Required to answer*

* On-premises
* Cloud (private)
* Cloud (public)
* SaaS (vendor-hosted)
* Hybrid (mix of on-premises and cloud)
* Don’t know

19.If Cloud or SaaS is used, what region hosts the service? *Required to answer*

* UK only
* EU (outside UK)
* North America
* Asia-Pacific
* Multiple regions (global)
* Don’t know / Not disclosed