

# Benefits of implementing Service Management Standard ISO 20000

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## Abstract

**Purpose** - This paper explores the benefits perceived by organisations with certified ISO 20000 service management systems. It intends to propose a classification of benefits and test the relationship between that classification and general satisfaction of the standard.

**Design/methodology/approach** - The study is based on 105 responses to a survey on ISO-20000-certified organisations in Spain. After a descriptive analysis of the sample, a structural equation model is presented to test the hypothesis presented.

**Findings**—According to the model, ISO 20000 benefits can be divided between internal and external benefits. The variables that best define each type of benefit are identified. Moreover, those factors are proven to be related to general satisfaction with ISO 20000 certification and the existing correlation between internal and external benefits.

**Originality/value**—In light of the fact that there are few quantitative studies in the field of IT service management, this paper contributes to a better understanding of the benefits related to its application. Conversely, this paper shows how to apply the classification of internal and external benefits in the case of ISO 20000 and proposes a model of causality between those benefits and satisfaction.

**Keywords:** ISO 20000; ITIL; Management standards; SEM.