



ANNUAL REPORT - 2023

Freshdesk Customer Service Benchmark Report

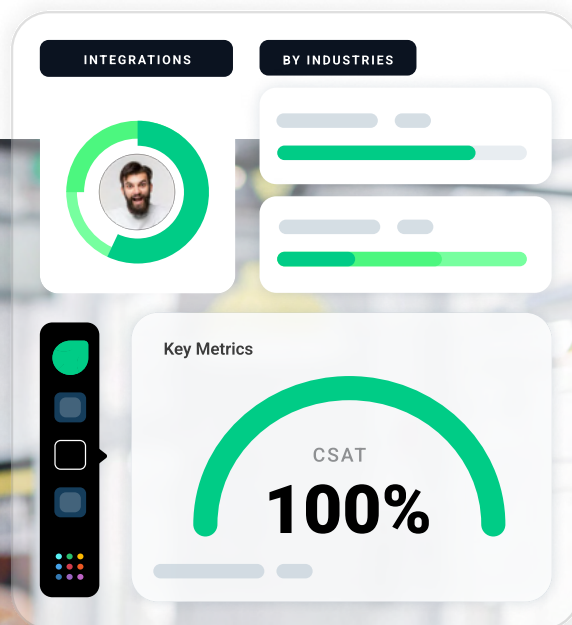


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CHAPTER ONE

Introduction

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In 2022, Freshdesk users told us that the biggest expectation from their customers was quick responses from businesses. As the world was coming out of a global pandemic, it made sense that people wanted immediate clarity and prompt reassurance that companies and services were listening to them. Today, the sentiment has evolved.

According to our latest Voice of Customer survey, CX leaders who use Freshdesk believe that easy access to support defines a great customer experience. As the world is on the move again, customers expect businesses to travel with them and be available where they are.

“

As companies strive to do more with less, customer service leaders need to work on providing exceptional customer experiences efficiently and cost-effectively through multiple channels. Incorporating AI & ML technologies will help companies reduce ramp time for agents and resolution times and effort significantly. It is also essential to maintain a balance between customer experience and agent experience. And with customers expecting faster responses and messaging being one of the most preferred channels, a conversation-first approach combined with AI/ML capabilities is the best way forward.



Chakravarthy Srinivasan

Senior Director - Customer Support, Freshworks

In this edition of the Freshdesk Customer Service Benchmark Report, we bring you the benchmarks for key helpdesk metrics in customer service. We will talk about how our customers use time-tested helpdesk software capabilities to quickly and accurately solve customer problems. We will also look at how they improve ease of access by adding more support channels to ticketing.

Use this report to compare your performance with customer service teams from your industry sector and worldwide. Discover how technology can help you act on the changing expectation of customers.



CHAPTER TWO

Data set and methodology

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We've created the Freshdesk Customer Service Benchmark Report based on anonymized and aggregated usage metadata from over 40,000 active* Freshdesk accounts. The data covers the period between January to December 2022. We also analyzed anonymized and aggregated usage metadata from around 3000 active Freshchat accounts to determine omnichannel or multichannel support benchmarks.

The benchmarks are calculated based on the median values of key performance indicators.

We have also highlighted the voice of our customers from a survey that received 650+ responses. We circulated the survey among customer service managers and leaders to understand customer service trends and expectations in 2023.

Based on data from



22 Industries



25 Countries



40K+ Accounts



5.3B+ Tickets

*An account is considered active if it received tickets and had admins or agents consistently logging in during the period we're considering.



CHAPTER THREE

KPIs of customer service and Freshdesk benchmarks

The Freshdesk Customer Service Benchmark Report 2023 covers eight Key Performance Indicators (KPIs) widely used in customer service to measure customer satisfaction and the efficiency of support teams. Here is how we define them, along with their benchmarks set by our customers.

#	Metrics (KPIs)	Definition	Freshdesk benchmark 2023	Comment
1	First Assign Time	The time taken for a ticket to be assigned to an agent in calendar hours	13h 02m	Lower the better
2	First Response Time	The time taken by an agent to send the first response to a ticket in business hours	6h 47m	Lower the better
3	First Response SLA Compliance	The percentage of tickets for which agents have initiated a first response within the service level agreement (SLA)	83.3%	Higher the better
4	Response Time	The average time taken to send all responses during a selected period	9h 20m	Lower the better
5	Resolution Time	The amount of time in business hours between ticket creation and when the ticket is resolved	32h 16m	Lower the better
6	Resolution SLA Compliance	The percentage of all tickets that have been resolved within the service level agreement (SLA)	94.21%	Higher the better
7	First Contact Resolution	The percentage of tickets resolved over the first interaction between a customer and an agent	74.75%	Higher the better
8	CSAT	The percentage of positive responses received from satisfaction surveys	89.58%	Higher the better

We determined the Freshdesk benchmarks based on values of these performance metrics across industries, countries, company sizes and team sizes. The First Assign Time is measured in calendar hours. The other time-based metrics, like Response Time and Resolution Time, are calculated in business hours. Customer service managers can manage ticket assignments using automation rules, whereas response and resolution depend more on an organization's business hours.



CHAPTER FOUR

A deeper dive into Freshdesk benchmarks

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4.1 Benchmarks by industry

Here are the KPI benchmarks for the top fifteen industry verticals selected based on the number of customers.

■ QUICKEST/HIGHEST ■ LONGEST/LOWEST

Industry categories	First Assign Time (hh:mm)	First Response Time (hh:mm)	First Response SLA Compliance	Response Time (hh:mm)	Resolution Time (hh:mm)	Resolution SLA Compliance	First Contact Resolution	CSAT
Business Services	13:50	6:55	82.60%	9:03	31:00	94.92%	75.43%	88.76%
Construction & Real Estate	12:21	7:07	83.08%	9:29	32:15	94.05%	75.67%	93.73%
Consumer Services	13:06	6:31	82.67%	9:12	35:11	94.02%	73.87%	88.95%
Education	14:47	7:43	83.13%	9:58	31h 55	92.32%	73.06%	92.18%
Entertainment	15:20	7:38	82.00%	10:20	32:58	93.34%	75.62%	90.72%
Financial Services	10:34	6:44	83.77%	9:00	27:11	94.39%	77.72%	81.35%
Government/Non-Profit	19:08	9:41	82.34%	12:46	38:20	92.68%	74.09%	92.67%
Healthcare & Pharmaceuticals	12:30	6:41	83.35%	8:51	27:35	94.56%	76.44%	90.00%
Manufacturing	13:50	7:34	82.09%	0:08	31:23	93.78%	75.72%	90.04%
Media & Internet	14:56	8:33	82.94%	11:50	31:30	94.42%	76.56%	91.67%
Retail & E-Commerce	15:28	6:22	81.45%	8:13	23:53	95.10%	77.21%	93.42%
Software & IT	11:20	6:19	84.69%	9:36	39:52	93.53%	70.44%	83.36%
Telecommunications	9:46	6:00	84.63%	8:58	35:40	93.17%	72.60%	89.77%
Transportation & Storage	9:52	5:56	83.59%	7:53	25:09	94.50%	74.69%	88.33%
Travel and Hospitality	11:54	6:46	83.67%	9:06	25:38	93.47%	78.45%	83.79%



Key observations

1

Telecommunications is the quickest to assign customer inquiries

Telecommunications has the best First Assign Time of 9 hours 46 minutes. This sector also maintains a great First Response SLA Compliance of 84.63% and a quick First Response Time of 6 hours. This benchmark is only a few minutes behind the quickest First Response Time achieved by Transportation and Storage (5 hours 56 minutes).

2

Government and Non-profits take the longest to assign and respond to tickets

Government and Non-profit organizations have the longest First Assign Time of 19 hours 8 minutes. They also have the longest First Response Time (9 hours 41 minutes) and Response Time (12 hours 46 minutes). Their SLA compliances, for both response and resolution, are also relatively low. However, this does not appear to impact their CSAT (92.67%) negatively.

3

Retail and eCommerce respond quickly but do not meet First Response SLAs

Retail/eCommerce sends quick first responses (6 hours 22 minutes), comparable to the quickest First Response Time set by Transportation and Storage (5 hours 56 minutes). However, they have the lowest First Response SLA Compliance (81.45%) among the fifteen featured sectors. This means that support agents in Retail and eCommerce are expected to work quicker than they are currently performing.

4

Transportation and Storage businesses are the quickest to respond

The Transportation and Storage sector has the best First Response Time (5 hours 56 minutes) and Response Time (7 hours 53 minutes). Their Resolution Time is also among the best (25 hours 9 minutes).

5

Software and IT firms take the longest to resolve but set the right expectations

The Software and IT vertical has the longest Resolution Time (39 hours 52 minutes). But their Resolution SLA Compliance is among the highest (93.53%). This means that customer queries in this sector are typically expected to take longer to be resolved. The Retail and eCommerce sector has the quickest Resolution Time (23 hours 53 minutes) and the highest Resolution SLA Compliance (95.1%).

6

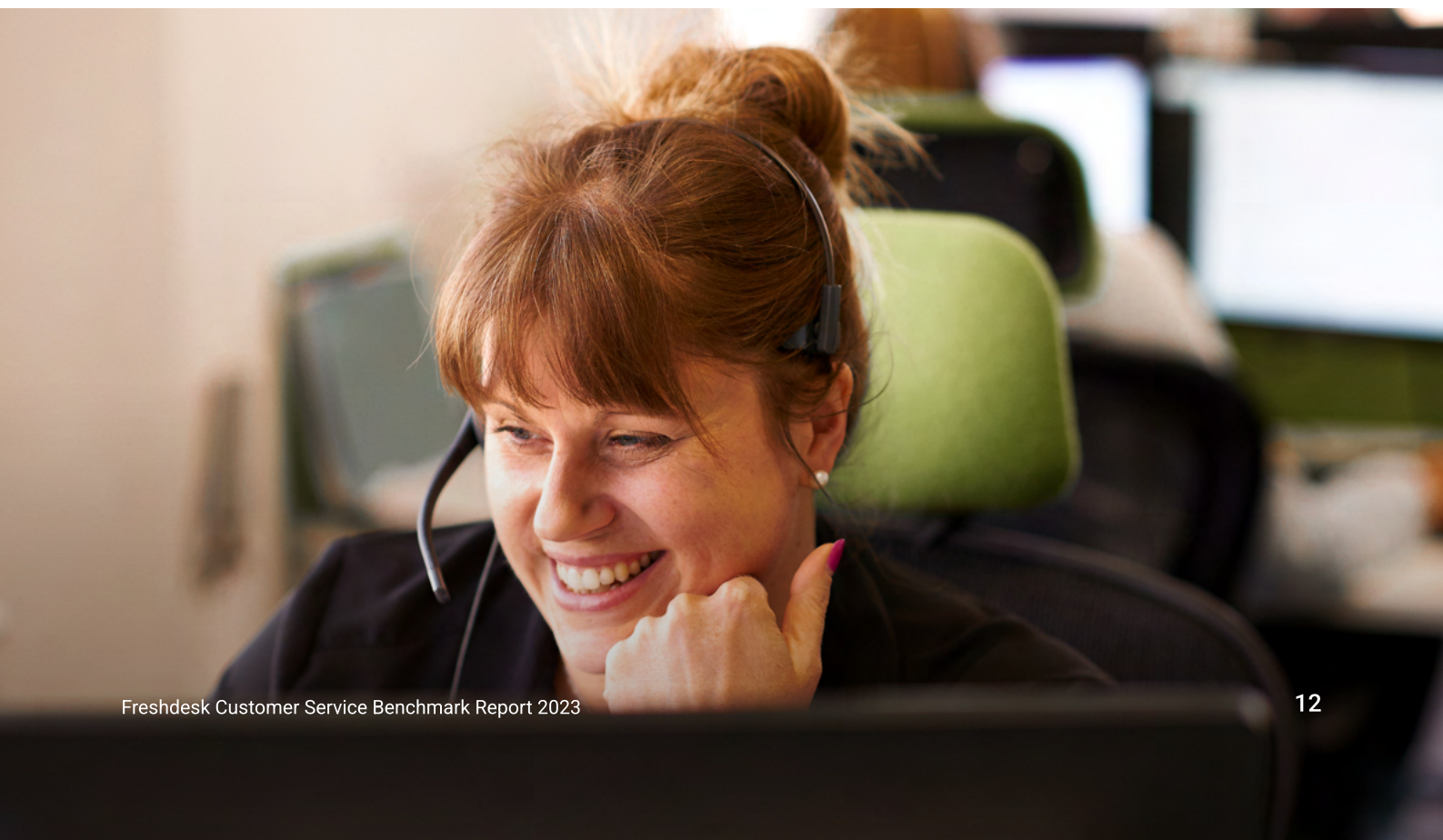
Travel and Hospitality teams receive the least complex queries

Over 78% of the customer queries received by Travel and Hospitality businesses are resolved in the first interaction between the customer and the support agent. As expected, support teams in Software and IT receive more complex requests and have the lowest First Contact Resolution of 70.44%.

7

Civil Engineering, Construction & Real Estate have the happiest customers

The Civil Engineering, Construction & Real Estate sector performs well across all response and resolution KPIs, especially the SLA compliances. They also enjoy the highest CSAT of 93.73%.



4.2 Benchmarks by country

Here are the KPI benchmarks for the top twenty four countries selected based on the number of customers.

 QUICKEST/HIGHEST  LONGEST/LOWEST

Country	First Assign Time (hh:mm)	First Response Time (hh:mm)	First Response SLA Compliance	Response Time (hh:mm)	Resolution Time (hh:mm)	Resolution SLA Compliance	First Contact Resolution	CSAT
Australia	13:00	7:11	82.69%	9:49	32:21	94.47%	75.71%	91.33%
Belgium	18:28	9:43	81.25%	12:52	36:53	95.02%	74.08%	89.97%
Brazil	12:09	7:38	82.01%	10:08	32:59	94.51%	74.53%	88.08%
Canada	11:59	6:01	84.20%	8:25	31:21	92.80%	73.75%	90.44%
Chile	7:03	7:28	82.21%	9:39	35:22	93.45%	75.00%	83.67%
Finland	20:43	8:01	83.56%	10:57	30:50	94.23%	73.91%	88.79%
France	15:57	9:02	81.40%	11:52	36:01	93.96%	73.82%	88.33%
Germany	17:58	8:57	78.22%	11:26	30:07	95.25%	78.80%	90.00%
India	10:19	6:59	79.86%	9:01	33:13	93.30%	81.21%	72.50%
Israel	12:28	5:58	83.95%	9:25	31:52	94.03%	74.11%	85.19%
Italy	12:39	6:56	84.69%	9:08	32:01	95.95%	72.82%	88.78%

Country	First Assign Time (hh:mm)	First Response Time (hh:mm)	First Response SLA Compliance	Response Time (hh:mm)	Resolution Time (hh:mm)	Resolution SLA Compliance	First Contact Resolution	CSAT
Mexico	8:09	5:35	84.91%	8:38	36:43	94.46%	77.93%	88.36%
Netherlands	17:23	8:39	82.10%	11:34	32:14	94.40%	73.73%	86.57%
New Zealand	12:59	7:09	81.90%	11:04	34:23	94.06%	74.07%	93.70%
Norway	21:19	8:14	81.97%	13:13	33:25	93.39%	72.32%	92.80%
Poland	14:08	5:53	84.35%	7:59	25:03	97.30%	77.94%	91.39%
Singapore	12:31	6:58	83.33%	8:31	33:02	94.01%	73.80%	81.92%
South Africa	8:53	5:44	81.86%	7:57	28:21	92.65%	75.84%	85.81%
Spain	11:02	6:40	84.38%	8:05	29:01	95.34%	75.18%	88.68%
Sweden	18:38	7:04	83.71%	9:41	31:51	95.75%	71.28%	89.94%
Switzerland	13:46	8:07	80.86%	12:11	37:03	93.83%	75.8%	90.91%
UAE	10:31	7:38	82.99%	9:38	35:38	93.65%	79.29%	75.04%
UK	13:08	5:59	84.46%	8:39	30:11	95.15%	71.15%	92.98%
USA	12:01	6:20	84.07%	8:46	33:11	93.37%	73.86%	92.92%



Key observations

1

LATAM is quick to assign customer requests

With a First Assign Time of **7 hours 3 minutes**, Chile is the quickest to assign tickets to agents. Mexico is in the second position at **8 hours 9 minutes**. Nordic neighbors, Norway and Finland, take the longest to assign with First Assign Times of **21 hours 19 minutes** and **20 hours 43 minutes** respectively.

2

New Zealand has the happiest customers

New Zealand has the highest CSAT of **93.7%**. They also perform well in First Response and Resolution SLA Compliances, indicating a positive correlation between CSAT and these KPIs. India has the lowest CSAT of **72.5%** despite having the highest FCR (**81.21%**).

3

Belgium and Norway are slow to respond

Belgium has the longest Average First Response Time of **9 hours 43 minutes** while Norway has the longest Response Time of **13 hours 13 minutes**. Similar trends are also reported in their Resolution Time.

4

Poland is quick to resolve customer problems

Poland has the lowest Average Resolution Time of **25 hours 3 minutes** and the highest Resolution SLA Compliance of **97.3%**. In fact, Poland sets great benchmarks for all performance metrics except First Assign Time. Interestingly, Chile and Mexico are slow when it comes to ticket resolution. Switzerland takes the longest at **37 hours 3 minutes**.

4.3 Benchmarks by company size

Here are the customer service benchmarks based on company size.

■ QUICKEST/HIGHEST ■ LONGEST/LOWEST

Company Size	First Assign Time (hh:mm)	First Response Time (hh:mm)	First Response SLA Compliance	Response Time (hh:mm)	Resolution Time (hh:mm)	Resolution SLA Compliance	First Contact Resolution	CSAT
Less than 10	13:56	6:32	82.70%	8:05	32:07	95.68%	75.52%	91.13%
11-100	12:03	6:28	83.51%	9:14	33:57	94.38%	73.65%	89.04%
101-250	12:10	6:49	83.98%	9:14	32:17	94.37%	74.15%	89.93%
251-500	12:07	7:20	83.73%	10:02	30:49	92.84%	73.68%	90.59%
501-1000	12:34	7:34	83.14%	10:15	29:39	93.63%	74.19%	89.86%
1001-5000	12:40	8:14	83.99%	10:49	29:41	92.92%	74.88%	88.89%
5001-10,000	12:41	7:26	84.62%	10:10	30:10	93.80%	74.76%	90.63%
10,000+	12:41	7:56	84.54%	10:08	33:49	92.98%	73.85%	86.56%



Key observations

- 1 It is interesting to note that, unlike industry or country-based benchmarks, there aren't significant differences between the highest and lowest values of most metrics reported based on company size.
- 2 Companies with less than ten employees perform relatively poorly in ticket assignment and First response SLA Compliance, but they ace it in almost every other KPI.
- 3 On the other hand, companies with 11-100 employees perform well in ticket assignment and first response. But they lag in ticket resolution.

- 4 Companies with 1001-5000 employees can focus on improving their response times as they occupy the last position in both First Response Time and Response Time.
- 5 Companies with over 10,000 employees need to focus on customer satisfaction since there is around a 4.5 percent point difference from the highest CSAT benchmark.
- 6 We'll be discussing in the subsequent chapters how businesses can work on improving these metrics.

4.4 Benchmarks by team size

Here are the customer service benchmarks based on team size or number of support agents.

■ QUICKEST/HIGHEST ■ LONGEST/LOWEST

Team Size	First Assign Time (hh:mm)	First Response Time (hh:mm)	First Response SLA Compliance	Response Time (hh:mm)	Resolution Time (hh:mm)	Resolution SLA Compliance	First Contact Resolution	CSAT
Less than 10	14:17	6:35	83.33%	8:52	32:19	95.02%	75.00%	91.71%
10-30	9:47	7:02	83.52%	10:01	31:51	93.19%	73.37%	88.05%
31-50	11:05	8:10	82.29%	11:13	32:17	92.24%	75.00%	84.97%
51-100	11:25	8:28	82.11%	12:46	34:08	91.44%	76.02%	84.27%
100+	15:02	9:11	79.58%	13:37	33:22	90.80%	80.41%	77.07%



Key observations

- 1 There seems to be a distinct correlation between team size and performance.
- 2 Teams with over a hundred agents perform poorly across almost all metrics while teams with less than 30 perform well.
- 3 While this can be attributed to the disproportionately higher ticket volume handled by bigger teams, we also need to look into some of the capabilities in Freshdesk that can be used to mitigate this.



CHAPTER FIVE

Elevating customer service

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Customer service excellence is driven by two key factors - agent performance and customer experience. CX managers must equip their agents with the right resources to improve response and resolution metrics. They must also give customers easy access to a business' support channels. All these factors together contribute to customer satisfaction.

5.1 Improving agent performance with automation

65.63% of our survey respondents from B2B companies said that agent performance is their top priority while monitoring the KPIs of their helpdesk. 75.29% of customer service managers from B2C companies concurred.

Automation significantly impacts First Assign Time and positively correlates with these agent performance metrics.

KPI	Without Automation	With Automation	Improvement
First Assign Time	14h 24m	12h 33m	1h 51m
First Response Time	7h 05m	6h 40m	25m
First Response SLA Compliance	81.67%	83.7%	2 percentage points
Response Time	9h 30m	9h 15m	15m
Resolution Time	32h 39m	32h 07m	32m

In our customer survey, both our B2B and B2C customers chose Automation and AI to be the most essential capability of support software in 2023. 32.92% of our B2B customers and 42.7% of our B2C customers voted for Automation and AI as the top feature in a helpdesk.

Most essential helpdesk capabilities for B2B businesses



32.9%	Automation/AI capabilities
27.3%	Easy to set up and scale
16.1%	Easy to integrate with your tech stack
10.6%	Value for money
9.3%	Omnichannel capabilities
3.7%	Easy to onboard

Customer spotlight

Bridgestone leveraged Freshdesk’s automation capabilities to devise an auto-assignment mechanism that accelerated the dispensation of tickets to the right departments. This strategic decision led to the average ticket age decreasing by over 97%, and they saved over 35 hours every month.

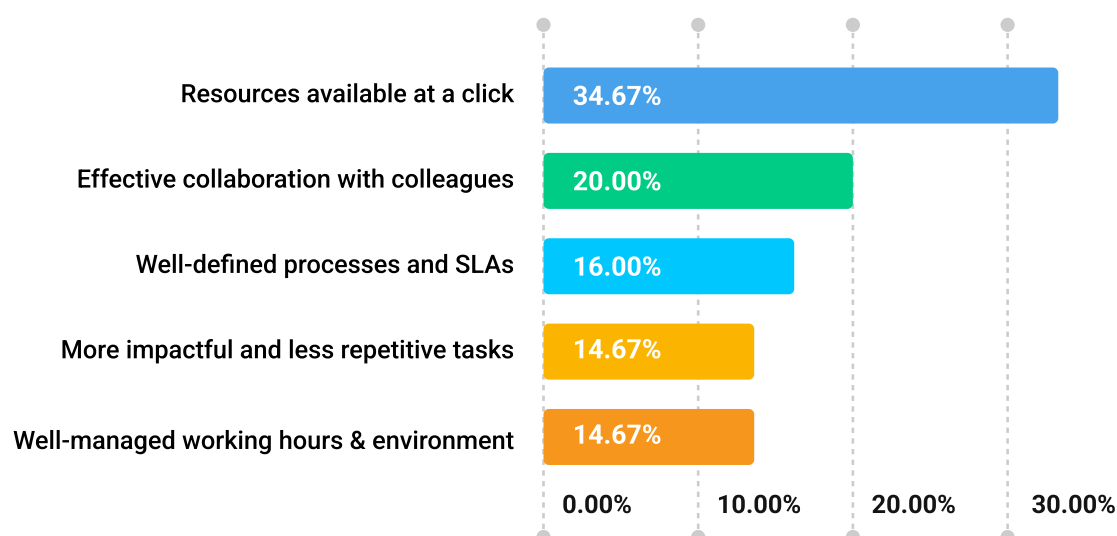


5.2 Improving productivity with KBase and collaboration

We also asked our customers what is important for their agents to be productive. The top two answers among B2B and B2C customers were

- Resources available at a click
- Effective collaboration with their colleagues

What is important for agents to be productive (B2B)



Knowledge base is not just a self-service tool. It can also make resources available at an agent's fingertips instantly. This equips them with the right context to respond quickly to a customer query.

As you can see, knowledge base articles positively impact First Response Time and First Response SLA Compliance.

KPI	Without Automation	With Automation	Improvement
First Response Time	7h 06m	6h 35m	31m
First Response SLA Compliance	82.15%	84%	1.8 Percentage points

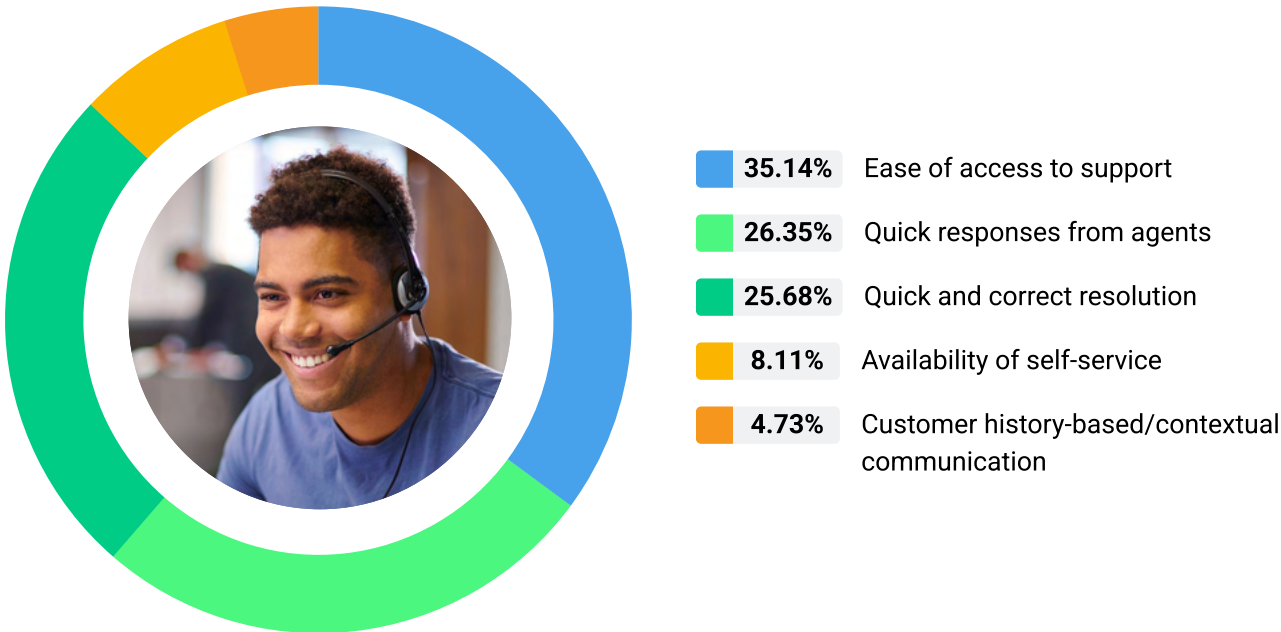
Support teams can also improve collaboration by using the Collaborators feature in Freshdesk. With Collaborators, support managers and agents can add or invite colleagues from other teams or third-party contacts into the ticket as a collaborator. They can be any stakeholder who assists full-time agents with ticket-related information, updates, opinions, or approvals to resolve a customer ticket.

5.3 Improving customer experience with chat support and chatbots

One of the most important questions we asked in our customer survey was to define a great customer experience.

33.71% of our B2C customers and 35.14% of our B2B customers chose **easy access to support** as the important factor for great CX.

What defines a great customer experience (B2B)



However, only 9.32% of respondents believed omnichannel capabilities important for a helpdesk.

One of the key benefits of omnichannel support is how it makes it easier for your customers to connect with you wherever they are. For example, with chat support, they can connect with you through instant messaging apps like WhatsApp or social media like Facebook or Instagram.

Here is the support benchmarks our Freshchat customers set between January and December 2022.

KPI	Freshdesk	Freshchat	With chatbots
First Assign Time	12h 32m	Instant	Instant
First Response Time	7h 01m	3m to 2h 33m	0m to 2m
Resolution Time	32h 04m	27m to 4h 48m	10m to 27m

While email can make customers wait up 7 hours for a first response, chatbots reduce this time to under 2 minutes.

For simpler queries, chat support can reduce the resolution time from 32 hours to anywhere between 4 hours 48 minutes to 27 minutes. Chatbots can further reduce resolution time to 10 to 27 minutes!

Quick responses and resolution were the next most important factors selected by our customers to define a great customer experience.

Safe to say, chat support checks all these boxes.

Assess how businesses offer conversational engagement

FRESHCHAT BENCHMARK REPORT



CHAPTER SIX

CX trends and customer expectations in 2023

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You can use the benchmarks from this report to compare your performance against your peers globally. Understand how your team is performing compared to industry-based or regional benchmarks.

Here are also some trends and expectations in customer service we gathered from our customer survey.

6.1 Trends and expectations in B2B customer service

This is what B2B customer support managers have to say

- 1 31.87% of survey respondents agree that **24/7 support** is the top expectation of customers from service teams.
- 2 35.14% say that **easy access to support** is most important in defining a great customer experience.
- 3 65.22% of respondents ranked **CSAT** or Customer Satisfaction as the top KPI they want to improve in 2023. At 58.39%, Resolution Time takes second place for KPIs to improve in 2023.
- 4 28.83% monitor their KPIs and performance metrics weekly or monthly, whereas 25.15% of respondents monitor them daily.
- 5 65.63% of respondents monitor KPIs to manage **agent performance**. 63.13% are also concerned about ticket trends.
- 6 32.48% of customer support managers in B2B say that **work overload** is the most common reason for agent attrition.
- 7 32.28% of respondents say their biggest challenge is **balancing agent workload and training**.

6.2 Trends and expectations in B2C customer service

This is what customer support managers in B2C have to say

- 1 67.74% of survey respondents say that **quick resolution** is the top expectation of customers from service teams.
- 2 35.14% say that **easy access to support** and **quick resolution** are the most important in defining a great customer experience.
- 3 58.89% of respondents ranked **CSAT** or Customer Satisfaction as the top KPI they want to improve in 2023.
- 4 35.96% monitor their KPIs and performance metrics **daily**.
- 5 75.29% of respondents monitor KPIs to manage **agent performance**. 70.59% are also concerned about **customer satisfaction**.
- 6 35.71% of customer support managers in B2B say that **work overload** is the most common reason for agent attrition. This is followed by **repetitive tasks** at 23.81%.
- 7 31.40% of respondents say their biggest challenge is balancing agent workload and training.

As you can see, there are many similarities between how B2B and B2C businesses view the challenges in customer support. The key difference is in customer expectations.



7. About Freshworks

Freshworks Inc., (NASDAQ: FRSH) makes business software people love to use. Purpose-built for IT, customer support, sales and marketing teams, our products empower the people who power business. Freshworks is fast to onboard, priced affordably, built to delight, yet powerful enough to deliver critical business outcomes. Headquartered in San Mateo, California, Freshworks operates around the world to serve more than 60,000 customers including Bridgestone, Chargebee, DeliveryHero, ITV, Klarna, Multichoice, OfficeMax, TaylorMade and Vice Media. For the freshest company news visit www.freshworks.com and follow us on [Facebook](#), [LinkedIn](#) and [Twitter](#).

7.1 About Freshdesk

Freshdesk helps businesses delight their customers effortlessly with intuitive and cost-effective software for customer service. Our solution helps you solve inquiries faster and provide highly personalized service by proactively anticipating customer needs.

Scale support experiences without scaling costs

TRY FRESHDESK FOR FREE



CHAPTER EIGHT

Appendix

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8.1 Tips to benchmark and improve your KPIs

1 Average First Assign Time (AFAT)

First Assign Time is the average time taken to assign a ticket to a support agent or a group of agents after its initial creation.

- **Freshdesk benchmark:** 13h 02m
- **Measurement:** In calendar hours
- **Tip:** You can instantly assign tickets by setting up automation rules in Freshdesk. You can also automate
 - Setting ticket properties like status, priority, and type
 - Triggering email notifications to agents and requesters
 - Deleting unwanted and dummy tickets or marking them as spam

2 First Response Time

First Response Time indicates how long a customer has to wait before receiving the first response from a support agent for their question or request. Automated responses are not included while calculating First Response Time.

- **Freshdesk benchmark:** 6h 47m
- **Measurement:** In business hours
- **Tip:** You can take the help of AI to suggest solution articles to your support agents and equip them to respond quickly. You can also reduce your First Response Time by supplementing ticketing with chat support or chatbots.

3 First Response SLA Compliance

First Response SLA Compliance is the percentage of tickets where the first responses were sent within the service level agreement for First Response Time.

- **Freshdesk benchmark:** 83.3%
- **Tip:** Set a realistic yet competitive service level agreement for response time after looking at the benchmarks for your industry, country, team size, and company size. You can improve SLA compliance by leveraging AI, chat support, and canned responses and empower your agents to send a quick yet relevant response.

4 Response Time

Response Time is the average time taken to respond to all tickets during a selected period.

- **Freshdesk benchmark:** 9h 20m
- **Measurement:** In business hours
- **Tip:** Apart from relying on AI, canned responses, and solution articles to send faster responses you can also deploy integrations that enable agents to get valuable information quickly.

5 Resolution Time

Resolution Time shows how long it typically takes a customer support team to resolve an issue completely. Resolution Time is also a good indicator of how strong the support team's product knowledge is, how well the helpdesk is staffed, and whether the team is equipped with the right solutions to resolve tickets faster.

- **Freshdesk benchmark:** 32h 16m
- **Measurement:** In business hours
- **Tip:** Resolution Time will vary with the complexity of queries. Leverage self-service portals and canned responses to handle repetitive, low-effort queries that do not require a human touch. This way, support agents can focus on requests that need human intervention and problem-solving skills.

6

Resolution SLA Compliance

Resolution SLA Compliance is the percentage of tickets resolved within the service level agreement for Resolution Time. Resolution SLAs help set customer expectations. As you can see from the report, Resolution SLA has higher values compared to First Response SLA and First Contact Resolution showing that this metric is a top priority for businesses.

- **Freshdesk benchmark:** 94.21%
- **Tip:** Similar to how you approach defining a First Response SLA Compliance, you need to set a realistic yet competitive service level agreement for resolution too. Look at the global benchmarks for your industry, region, team size, and company size to define your Resolution SLA Compliance.

7

First Contact Resolution

First Contact Resolution is the percentage of tickets resolved over the first interaction between a customer and an agent.

- **Freshdesk benchmark:** 74.75%
- **Tip:** First Contact Resolution is also a good measure of how many simple queries your team is receiving. In this report, FCR typically falls between 70-80%. You can look into how many of these are repetitive queries and use solution articles, canned responses, and chatbots to resolve them. This will significantly ease the workload of your agents.

8

CSAT

The CSAT score is a numerical measure of customer satisfaction and is usually calculated based on a short survey that customers fill out after their ticket is resolved. CSAT refers to the percentage of customers that picked a positive answer to the survey question.

- **Freshdesk benchmark:** 89.58%
- **Tip:** Create simple surveys that will encourage more customers to respond. This will ensure that your CSAT score is an accurate representation of your customers' sentiments.

8.2 Benchmark your team

Use this worksheet to set targets for your team based on the benchmarks you've seen in this report.

#	Metrics (KPIs)	Freshdesk benchmark 2023	Direction of positive change/ impact	Your current performance	Your aspirational benchmark for 2023
1	First Assign Time	13h 02m	Lower the better		
2	First Response Time	6h 47m	Lower the better		
3	First Response SLA Compliance	83.3%	Higher the better		
4	Response Time	9h 20m	Lower the better		
5	Resolution Time	32h 16m	Lower the better		
6	Resolution SLA Compliance	94.21%	Higher the better		
7	First Contact Resolution	74.75%	Higher the better		
8	CSAT	89.58%	Higher the better		

