



BENCHMARK REPORT - 2022

Freshdesk Customer Service Benchmark Report 2022



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CHAPTER ONE

Introduction

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In a recent survey, we asked our customers, 'What are you struggling to manage the most in customer support?'

Around 61% of the customer experience (CX) leaders we surveyed told us that their biggest struggle in 2022 is to manage agent workload while ensuring that they (agents) also learn on the job. So, how are businesses tackling this challenge today?

According to the Forrester Consulting Thought Leadership Spotlight 2021, commissioned by Freshworks, 1 in 3 leaders believe that building new generation digital platforms to empower customer-facing teams is a top business priority. More and more businesses are realizing the importance of empowering the people who power business.

The Freshdesk Benchmark Report 2022 is a collection of customer service benchmarks for its top six key performance indicators (KPIs). These benchmarks will help you understand how efficiently your team is performing compared to their counterparts across the globe.

Using these benchmarks, we have also identified the technology levers that CX leaders can pull to improve agent experience and drive customer delight.



CHAPTER TWO

Data set and methodology

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We arrived at the benchmarks prescribed in this report based on data from over 1.1 billion unique support tickets from the last calendar year. We analyzed aggregated and anonymized data from 40,060 customers across 153 countries and 93 industry categories that use Freshdesk.

To identify future trends in customer service, we also looked into anonymized data from over 2800 organizations that leverage Freshchat to deliver support effortlessly.

In addition, we have also included insights from 300 customers who responded to our survey on customer service trends and customer expectations in 2022.



1.1B+ tickets



42,800 businesses



153 countries



93 industry categories



300 survey responses

CHAPTER THREE

Key performance indicators (KPIs) of customer service

The Freshdesk Customer Service Benchmark Report 2022 covers six Key Performance Indicators (KPIs) that are widely used in the industry to measure the effectiveness of a helpdesk in defining customer experience and agent experience. We have calculated the benchmarks by taking the median across industries, regions, and organizations to create a composite index.

#	Metrics (KPIs)	Definition	Freshdesk Benchmark 2022	Comment
1	First Assign Time (in Business Hours)	The time taken for a ticket to be assigned to an agent	3.3 hours	Lower the better
2	Average First Response Time	The average time taken by an agent to send the first response to a ticket	6.0 hours	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)	84.33%	Higher the better
4	Average Resolution Time	The amount of time between when the customer first raises a ticket and when the ticket is resolved	39.7 hours	Lower the better
5	Resolution SLA Compliance	The percentage of all tickets that have been resolved within the service level agreement (SLA)	88%	Higher the better
6	CSAT%	An assessment of how many customers are satisfied with the quality of service based on CSAT survey responses	79.40%	Higher the better

These are the benchmarks set by customer service teams across regions, industries, and company sizes. Read ahead to see benchmarks specific to each of these categories.

CHAPTER FOUR

Freshdesk global benchmarks

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4.1 Benchmarks by industry

Among the 93 industries we analyzed, here are the KPI benchmarks for the top 15 verticals selected based on the number of customers.

Industry	First Assign Time (in hours)	Avg First Response Time (in hours)	First Response SLA Compliance	Avg Resolution Time (in hours)	Resolution SLA Compliance	CSAT%
Construction & Real Estate	3.1	7.1	85.05%	39.9	87.32%	83.33%
Computers & Electronics	3.3	6.4	84.63%	46.7	87.30%	80%
E-Commerce	3.6	5.7	84.62%	23.6	91.59%	76.31%
Education	3.3	7.3	84.65%	38.6	86.67%	86.36%
Media & Entertainment	4.0	7.9	83.00%	41.2	87.81%	75.97%
Financial Services	2.7	7.2	84.44%	32.4	89.99%	72.87%
Government/ Non-Profit	4.4	9.5	82.88%	46.8	85.82%	85.94%
Healthcare & Pharmaceuticals	3.0	6.6	84.97%	34.0	89.21%	80%
Logistics and Transportation	2.6	6.3	85.25%	29.9	88.65%	75%

 Best  Worst

Industry	First Assign Time (in hours)	Avg First Response Time (in hours)	First Response SLA Compliance	Avg Resolution Time (in hours)	Resolution SLA Compliance	CSAT%
Manufacturing	3.3	7.9	83.22%	39.1	87.38%	83.33%
Retail	3.6	6.9	82.15%	27.1	90.82%	75%
Software & IT	2.9	6.6	85.81%	51.0	87.77%	80%
Telecommunications	2.4	5.9	85.33%	43.3	88.46%	77.27%
Travel & Hospitality	3.4	7.8	83.00%	34.5	90.95%	71.43%
Wholesale & Distribution	2.6	6.5	84.83%	32.1	88.20%	84.40%

Best
 Worst

Key Observations

Telecommunications is the quickest to assign customer inquiries

Telecommunications has the best median First Assign Time of 2.4 hours. This First Assign Time easily surpasses the global benchmark of 3.3 hours. Government & Non-profits, at 4.4 hours, take the longest to assign tickets.

E-Commerce is the quickest to respond and resolve

E-Commerce has the lowest Average First Response Time of 5.7 hours and Average Resolution Time of 23.6 hours. The global benchmarks for these KPIs are 6 hours and 39.7 hours, respectively. This sector also has the highest Resolution SLA Compliance of 91.59%. However, there is no positive correlation to its CSAT which is at 76.31% (lower than the global benchmark of 79.40%).

Software & IT is quick to respond but slowest to resolve

Although Software & IT has the highest First Response SLA Compliance of 85.81% (global benchmark is 84.33%), they have the longest Average Resolution Time of 51 hours (global benchmark is 39.7 hours). This is expected because the complexity of inquiries that a Software or IT firm receives may differ from what a D2C business receives.

Education has the happiest consumers

At 86.36%, Education has the highest median CSAT among the top fifteen industry categories. This exceeds the global benchmark of 79.40% by a wide margin. Despite having the longest First Assign Time and First Response Time coupled with the lowest Resolution SLA compliance, Governments and Non-profits enjoy the second position with a CSAT of 85.94%.

Travel & Hospitality score low in customer satisfaction

Considering the difficulties faced by the Travel & Hospitality industry in the last two years, it is not surprising that they have the least CSAT of 71.43%.


4.2 Benchmarks by country

We arrived at the Freshdesk global benchmarks based on aggregated data from 153 countries. Here are the individual KPI benchmarks for the top 25 countries selected based on the number of customers.

Country	First Assign Time (in hours)	Avg First Response Time (in hours)	First Response SLA Compliance	Avg Resolution Time (in hours)	Resolution SLA Compliance	CSAT%
Australia	3.3	7.3	84.69%	38.1	89.41%	81.82%
Belgium	4.2	10.2	83.44%	52.3	88.93%	80%

 Best  Worst

Country	First Assign Time (in hours)	Avg First Response Time (in hours)	First Response SLA Compliance	Avg Resolution Time (in hours)	Resolution SLA Compliance	CSAT %
Brazil	3.3	7.5	84.91%	38.8	89.74%	81.23%
Canada	3.0	6.3	83.00%	38.5	87.54%	81.82%
Chile	2.4	6.3	82.67%	41.9	83.31%	73.40%
Finland	5.1	8.2	84.98%	39.6	89.83%	84.74%
France	3.8	9.2	82.54%	43.7	87.31%	80%
Germany	4.4	8.7	81.63%	37.9	88.60%	77.97%
India	2.9	7.1	80.14%	38.3	86.16%	60.39%
Ireland	3.0	7.0	88.43%	45.2	88.58%	81.82%
Israel	3.0	6.7	83.00%	39.2	90.09%	72.82%
Italy	2.9	7.4	86.63%	40.1	88.89%	78.18%
Mexico	2.5	6.8	86.47%	52.5	87.15%	82.23%
Netherlands	4.1	8.7	83.14%	36.6	90.79%	75%
New Zealand	3.4	8.2	83.56%	47.8	88.20%	81.87%
Norway	4.1	8.2	82.92%	42.6	86.03%	80.34%
Poland	2.9	6.4	85.45%	32.4	91.93%	83.07%
Singapore	3.0	6.0	85.62%	33.6	89.78%	69.55%

 Best
  Worst

Country	First Assign Time (in hours)	Avg First Response Time (in hours)	First Response SLA Compliance	Avg Resolution Time (in hours)	Resolution SLA Compliance	CSAT %
South Africa	2.1	6.4	83.05%	35.3	85.96%	80%
Spain	3.0	6.8	85.35%	34.8	89.48%	78.21%
Sweden	4.4	7.0	85.86%	38.9	91.20%	81.95%
Switzerland	3.5	8.7	81.28%	54.2	86.90%	80.15%
United Arab Emirates	2.6	9.2	84.62%	40	87.64%	65.56%
United Kingdom	3.0	6.3	85.51%	38.6	89.59%	82.14%
United States	3.0	6.3	84.76%	41	86.88%	83.33%

 Best  Worst

Key Observations

South Africa is the quickest to assign customer requests

With a First Assign Time of 2.1 hours, South Africa is the quickest to assign tickets to agents. They have also surpassed the global benchmarks for Average Resolution Time and CSAT at 35.3 hours (global benchmark is 39.7 hours) and 80% (global benchmark is 79.40%), respectively.

Finland takes the longest to assign requests but has the happiest customers

The median First Assign Time in Finland is 5.1 hours versus the global benchmark of 3.3 hours. However, this has not dragged any of the other metrics down drastically. In fact, Finland has the highest CSAT of 84.74%.

Belgium and India are slow to respond

Belgium has the longest Average First Response Time of 10.2 hours (global benchmark is 6 hours) whereas India has the lowest First Response SLA Compliance of 80.14% (global benchmark is 84.33%). India has the lowest CSAT of 60.39%.

Poland is quick to resolve customer problems

Poland has the lowest Average Resolution Time of 32.4 hours and the highest Resolution SLA Compliance of 91.93%. The global benchmarks are 39.7 hours and 88%, respectively. At 54.2 hours, Switzerland takes the longest to resolve customer issues and Chile has the lowest Resolution SLA Compliance of 83.31%.

4.3 Benchmarks by company size

Company size	First Assign Time (in hours)	Avg First Response Time (in hours)	First Response SLA Compliance	Avg Resolution Time (in hours)	Resolution SLA Compliance	CSAT%
1-10	3.4	6.6	84.21%	39.1	87.87%	79.30%
11-100	3.1	6.6	85.38%	42.5	89.17%	78.47%
101-250	3.1	7.3	85.16%	41.6	88.57%	80%
251-500	3.2	7.5	84.63%	36.8	88.43%	83.20%
501-1000	3.3	8.5	83.80%	35.5	89.30%	81.37%
1001-5000	3.0	8.5	84.27%	37.3	89.25%	81.74%
5001-10k	2.8	8.0	85.24%	36.2	89.30%	83.84%

■ Best
 ■ Worst

Key Observations

We've observed that companies of different sizes present a mixed bag when it comes to performance on KPIs.

The highest First Assign Time of 3.4 hours (company size of 1-10) is not significantly different than the global benchmark of 3.3 hours.

Companies with 11-100 employees have the best Average First Response and First Response SLA compliance of 6.6 hours and 85.38%, respectively. However, this does not positively correlate with CSAT or resolution time. Organizations of this size have the longest Average First Resolution Time of 42.5 hours and the lowest CSAT of 78.47%.

Similarly, companies of size 501-1000 employees perform poorly in First Response Time and First Response Compliance but have the best Average Resolution Time of 35.5 hours (global benchmark is 39.7 hours).

Companies with more than 5000 employees have the lowest First Assign Time (2.8 hours) and the best Resolution SLA compliance (89.30%) and CSAT (83.84%).



CHAPTER FIVE

Elevate customer service

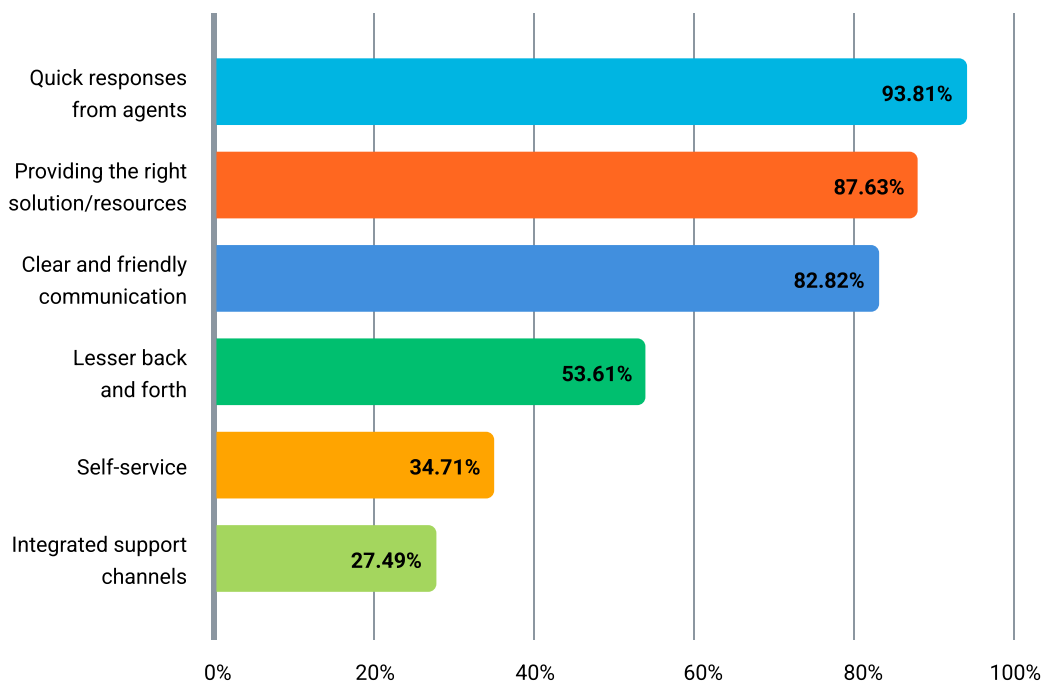
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At a time when digital-first businesses are disrupting their less tech-savvy incumbents, customers expect every aspect of their interaction with a business to reflect these trends too. On the other hand, CX leaders also need to focus on empowering their teams with the right technology.

Digital transformation is no longer limited to how a business offers its products or services to its market. It is also an inherent part of how a business is run – be it customer support, sales, billing, admin, and more.

5.1 Customer experience

One of the key advantages of running a digital-first business is being quick. In our Freshdesk customer survey, around 94% of respondents said they believe that quick responses define a great customer experience.



Let's look at how you can weave speed into your customer experience and your agent experience.

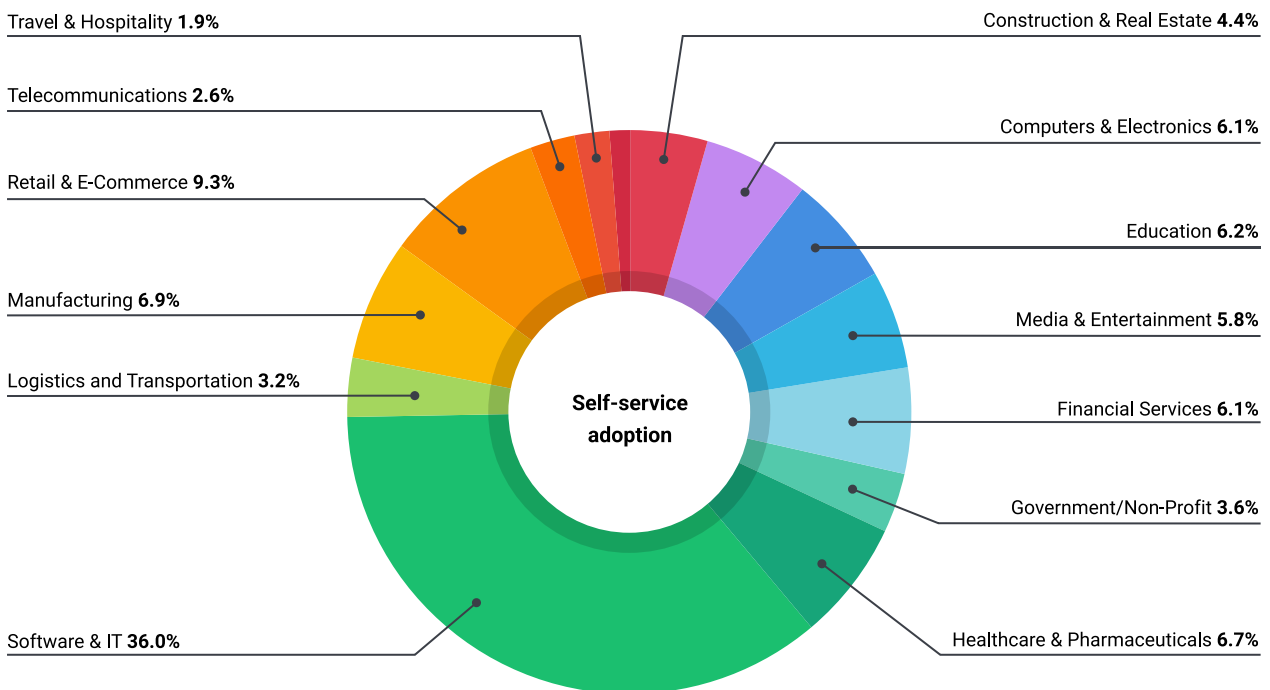
5.1.1 Self-service

A self-service portal offers a variety of resources that help customers find the answers they need. Whether it's being able to check the time taken for order delivery, searching for advice on a community forum, or browsing through product documentation, a well-organized self-service portal will solve your customers' problems faster.

According to our survey results, only around 35% of our customers believed that self-service was important to create great customer experiences. So, we looked into our data to see the real adoption numbers of self-service and its impact on CSAT – the KPI used to measure customer delight in Freshdesk. It turns out that self-service is really underrated!

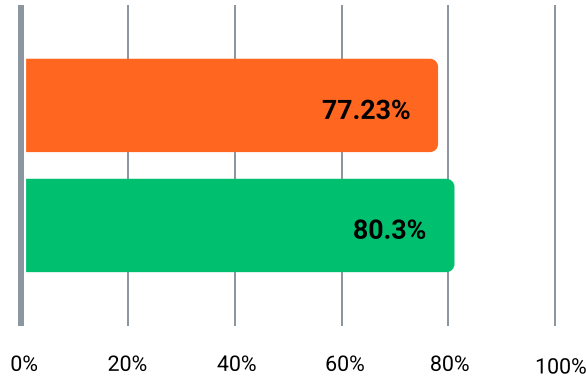
Delivering customer delight with knowledge base

Today, over 50% of Freshdesk customers have set up a self-service portal and published articles in their Knowledge Base.

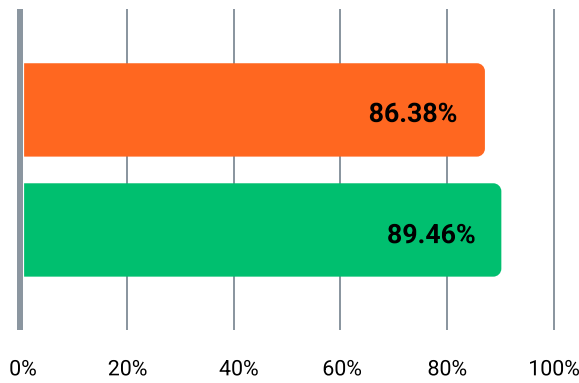


Representation of industries with Knowledge Base/Self-service adoption

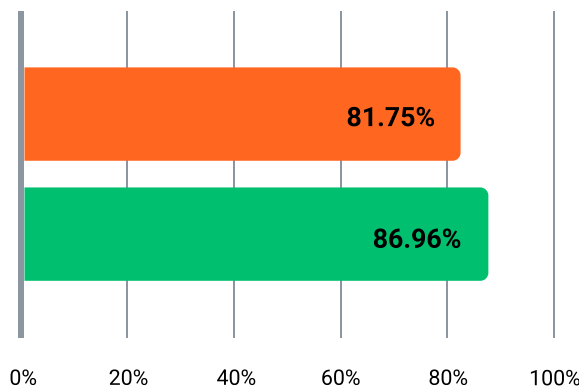
We also discovered that knowledge base articles have a significant impact on CSAT as well as other key indicators of helpdesk agility like Resolution SLA compliance and First Response SLA compliance.



There is an **improvement of 3.97%** (or 3 percentage points) in **CSAT** with Kbase

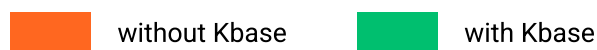


There is an **improvement of 3.57%** (or 3 percentage points) in **Resolution SLA Compliance** with Kbase



There is an **improvement of 6.36%** (or 5 percentage points) in **First Response SLA Compliance** with Kbase

*Based on businesses that have published up to 250 knowledge base articles



Key Observations

We noticed these improvements among companies that have published up to 250 solution articles in their Knowledge Base compared to businesses that do not rely on self-service portals:

- **3.97%** gain in CSAT
- **3.57%** improvement in Resolution SLA Compliance
- **6.36%** improvement in First Response SLA Compliance

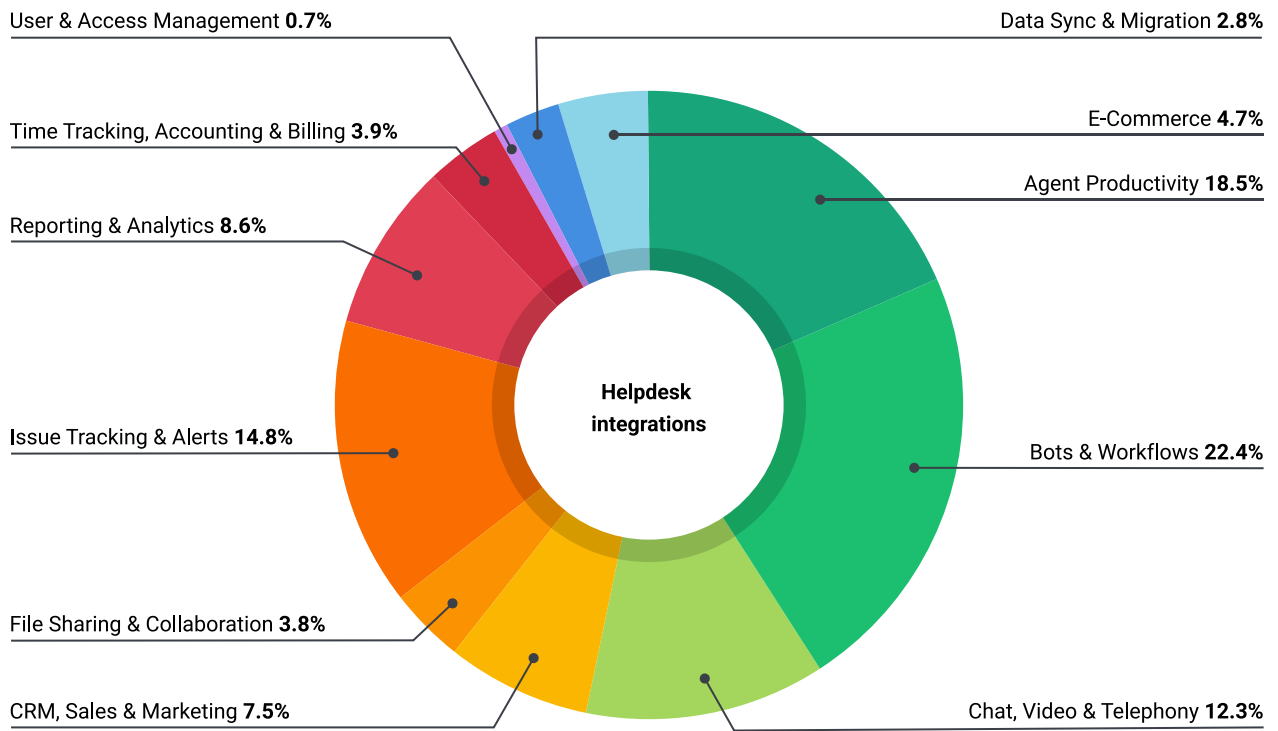
Moreover, over 500 businesses that have published between 250-1000 support articles saw an improvement of 6.71% (or 6 percentage points) in Resolution SLA Compliance.

5.2 Agent experience

Finding the right helpdesk software is key to defining your agent experience. The right capabilities can empower your agents to have resources at their fingertips without constantly switching tabs. It can ensure that a customer request finds the right expert on time, and your agents get a balanced workload.

5.2.1 Integrations

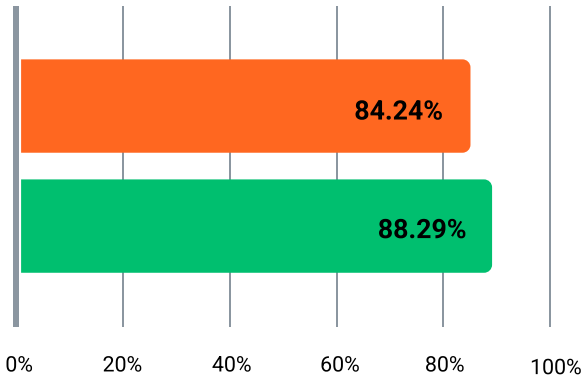
Integrating third-party apps with your helpdesk allows you to offer a personalized service experience and anticipate customer needs. This is made possible by bridging data silos and enabling agents to find the right information without having to skim through multiple apps or switching tabs constantly. By empowering agents to be more productive, app integrations help businesses easily deliver customer delight.



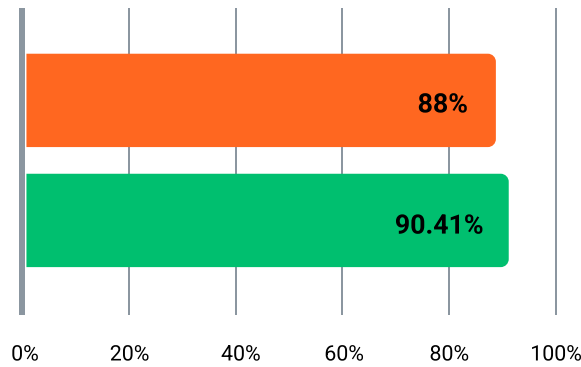
Representation of helpdesk integrations across various marketplace app categories

Augmenting agent productivity with Integrations

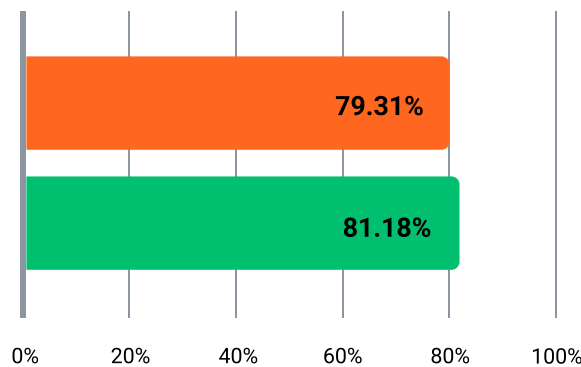
While helpdesk integrations used by our customers are not limited to those that cater specifically to agent productivity, we found them making a significant impact on performance metrics like First Response SLA Compliance and Resolution SLA Compliance across the board. These metrics are key indicators of how well your agents are performing.



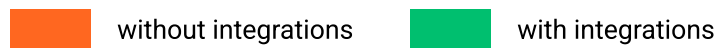
There is an **improvement of 4.81%** (4 percentage points) in **First Response SLA Compliance** with integrations



There is an **improvement of 2.73%** (2.4 percentage points) in **Resolution SLA Compliance** with integrations



There is an **improvement of 2.35%** (1.9 percentage points) in **CSAT** with integrations



Key observations

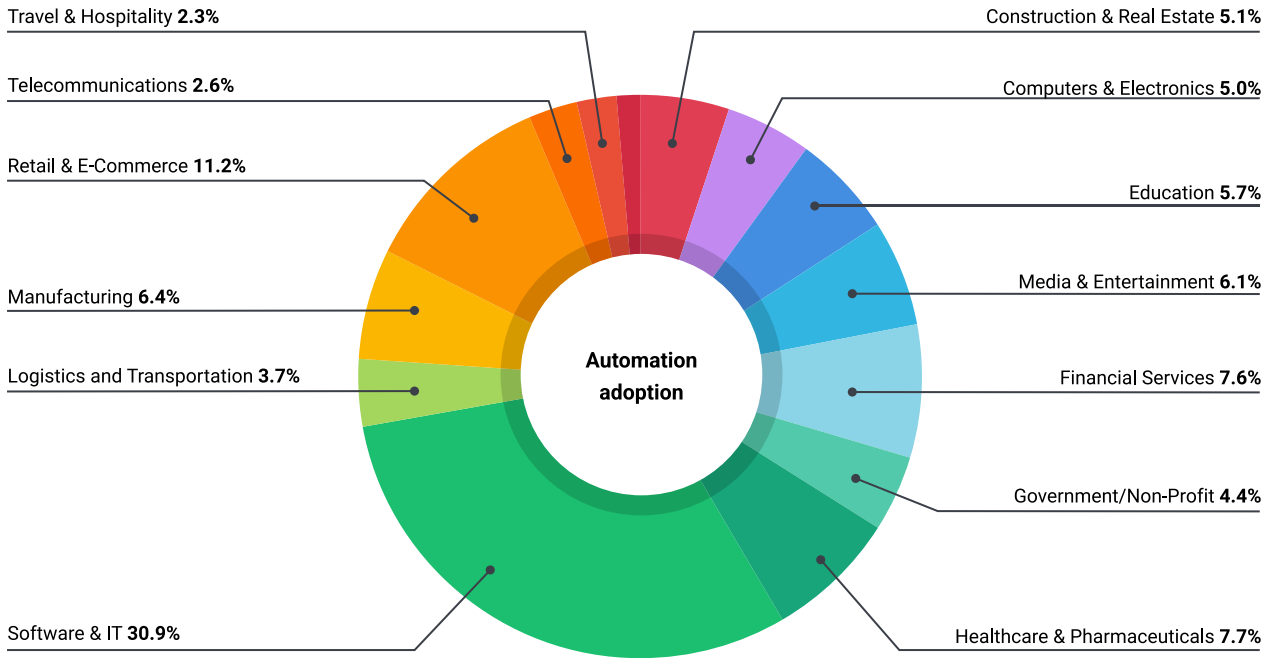
We noticed these improvements among companies that use helpdesk integrations compared to businesses that don't:

- **2.73%** improvement in Resolution SLA compliance
- **4.81%** improvement in First Response SLA compliance
- **2.35%** improvement in CSAT

At 22.5% and 18.4% respectively, Bots & Workflows followed by Agents Productivity are the top two categories of helpdesk integrations used by Freshdesk customers. Both these categories have a direct impact on augmenting agent experience.

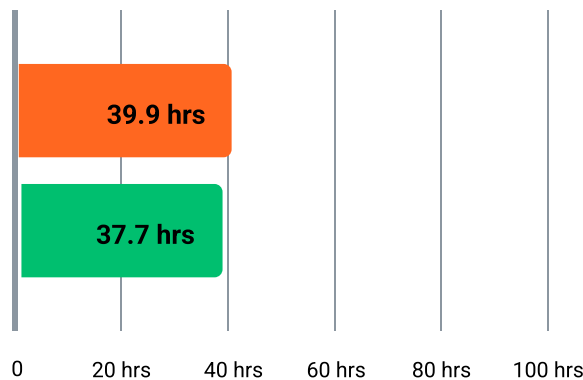
5.2.2 Automation

Automation can improve agent experience at so many levels - be it ticket creation or ticket assignment. It is not only meant for tech-savvy sectors like Software and IT, but is also a key capability for any sector that is looking to improve the efficiency of its customer service.

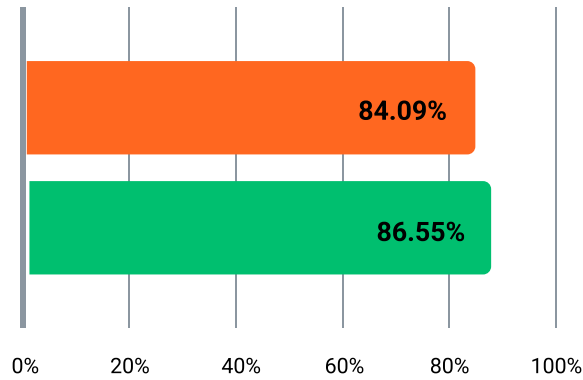


Representation of industries with Automation adoption

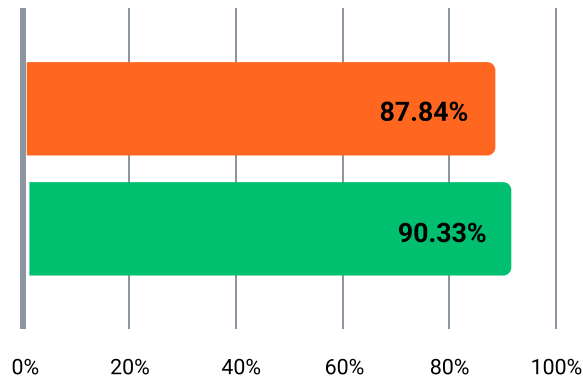
Empowering customer service managers with automation



There is a **decrease of 5.7% or 2.3 hours in Average Resolution Time** with Automation



There is an **improvement of 3% (or 2.46 percentage points) in First Response SLA Compliance** with Automation



There is an **improvement of 3% (or 2.5 percentage points) in Resolution SLA Compliance** with Automation

without Automation
 with Automation

Key Observations

With automation:

- Businesses **save up to 2.3 hours** in Average Resolution Time (an improvement of 5.7%)
- There is an **improvement of 3%** in First Response SLA Compliance
- There is an **improvement of 3%** in Resolution SLA Compliance



We also discovered that organizations that configured more than 250 automation rules saw an improvement up to 6.77% in First Response Compliance. Moreover, those that set up more than 500 automation rules saw an improvement of 11% in Resolution SLA compliance.

But these teams are definitely outliers and constitute under 0.5% of the customer base that has adopted automation. Around 77% of customers configure between 1-10 automation rules whereas around 22% configure up to 100 automation rules.

CHAPTER SIX

Future of customer service

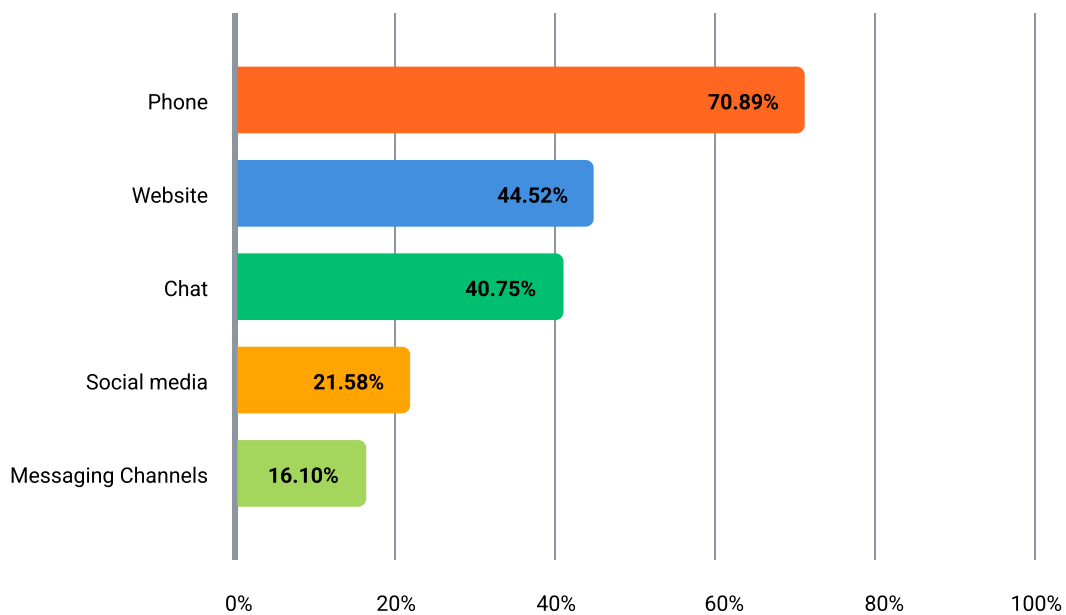
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6.1 How chat support and chatbots are defining the future of customer service

We've seen how self-service, integrations, and automation can help effortlessly deliver superior customer experience and agent experience.

Today, self-service is not limited to setting up a knowledge base or a community forum. Automation is also progressing beyond workflows and rules. This is how.

Around 41% of businesses that provide support over email provide support over chat as well. This enables them to leverage one of the most versatile features available in chat – chatbots.



Other channels used by businesses that provide support over email

Chatbots are a self-service tool and an automation tool combined into one. They deflect customer inquiries that do not need human interaction while engaging your customers in automated conversations. And as you saw earlier, 'Bots' also occupy the top spot among popular helpdesk integrations.

We looked into how chat support and chatbots influenced customer support KPIs. Here's what we found:

77.18% ▼

Avg First Response Time

Businesses that deploy chat support (with agents and bots) save up to 5.3 hours per interaction in Average First Response Time compared to businesses that use only email support. This is an improvement of 77.18%.

93.65% ▼

Avg Resolution Time

Businesses that deploy chat support (with agents and bots) save over 37 hours per interaction in Average Resolution Time compared to businesses that use only email support. This is an improvement of 93.65%.

22 mins

Avg Resolution Time

Businesses that have deployed only chatbots have an Average Resolution Time of 22 minutes compared to the 39.7 hours taken by email support.

While looking at these numbers, it is also essential to remember that the nature of queries received over chat may differ from those communicated over email. Complex problems may still require the involvement of email or phone, whereas chat is a great channel to engage customers looking for an immediate solution.

CHAPTER SEVEN

Closing thoughts

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The Freshdesk Benchmark Report 2022 has helped us reiterate that we can improve agent productivity and deliver delightful customer experiences by pulling the right technology levers. Here are the key takeaways from the report:

7.1 Key Takeaways

Customer Satisfaction

Self-service has a quantifiable impact on customer satisfaction. Businesses that leverage self-service capabilities such as the Knowledge Base show a 3.97% improvement in CSAT compared to businesses that do not rely on self-service portals.

Agent Productivity

Businesses that use automation see an uptick in agent productivity. With automation and workflows, there is a decrease of 5.7% or 2.3 hours in Average Resolution Time. The less time an agent spends on a ticket, the more time they can spend on handling other requests and, more importantly, learning.

Agent Experience

Helpdesk integrations allow agents to perform better. With third-party integrations, there is a 2.73% improvement in Resolution SLA Compliance and a 4.81% improvement in First Response SLA Compliance. These KPIs indicate how easily an agent can respond to and resolve a query.

Future-proofing

Incorporating chat support with your helpdesk can help you improve your KPIs by a huge margin. With chat support and chatbots, businesses see around 77.18% improvement in their Average First Response Time and 93.65% improvement in the Average Resolution Time - both of which are key indicators of how efficient your helpdesk is.

[Try Freshchat for free](#)



CHAPTER EIGHT

About Freshworks

Freshworks Inc., (NASDAQ: FRSH) makes business software people love to use. Purpose-built for customer support, IT, 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 56,000 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 [LinkedIn](#), [Twitter](#), and [Facebook](#).

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.

Try for free





CHAPTER NINE

Appendix

9.1 Improving your benchmarks

1 First Assign Time - 3.3 hours

This metric shows the average time taken for tickets to be assigned to a support agent or a group after its initial creation.

Measurement: The sooner tickets get assigned, the better.

Tip: You can take the manual effort out of assigning tickets by setting up automation. With automation rules that run on ticket creation, you can:

- Assign tickets to the right groups and/or agents
- Set ticket properties like status, priority, and type
- Trigger email notifications to agents and requesters
- Delete tickets or mark them as spam

2 Average First Response Time - 6.0 hours

This metric indicates how long a customer has to wait before receiving an acknowledgment for their question or request.

Measurement: Faster the response, the better.

Tip: You can take the help of AI to suggest knowledge base articles to your support agents and enable them to respond quickly. We've also seen an improvement of 77.18% when you augment your customer support with chat and chatbots.

3

First Response SLA Compliance - 84.33%

First Response SLA Compliance is calculated by tracking the percentage of the number of tickets where the first responses were sent within the SLA divided by the total number of tickets on which the first responses were sent during a selected period.

Measurement: The higher the percentage, the better.

Tip: Set a realistic yet competitive service level agreement after looking at the global benchmarks for your industry, region, and company size. To improve SLA%, you can leverage AI, chat support, and canned responses to empower your agents to send a quick yet relevant response.



4 Average Resolution Time - 39.7 hours

This metric shows how long it takes the customer support team to resolve end-user requests and/or issues completely. The Average Resolution Time is another way to know 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.

Measurement: Quicker the team resolves tickets, the better.

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.

5 Resolution SLA Compliance - 88%

This metric reflects the support team's efficiency. This is the percentage number of tickets resolved within the SLA divided by the total number of tickets resolved during the selected time period.

Measurement: The higher the percentage, the better.

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

6 CSAT - 79.40%

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.

Measurement: The higher the percentage, the better.

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.

9.2 Benchmark your team

#	Metrics	Freshdesk benchmark 2022	Your current KPIs	Your aspirational benchmark for 2023
1	First Assign Time (in Business Hours)	3.3 hours		
2	Average First Response Time	6.0 hours		
3	First Response SLA compliance	84.33%		
4	Average Resolution Time	39.7 hours		
5	Resolution SLA Compliance	88%		
6	CSAT	79.40%		



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