Freshservice Service Management Benchmark Report

Organizations are increasingly leveraging technology to meaningfully differentiate and transform employee engagement and experience. In today's dynamic and digital-first business environment, IT is expected to not just 'keep the lights on', but also deliver to business expectations, enable business growth, and ultimately deliver a delightful experience to employees and customers.

The objective of the FBR is to create a benchmark index for key performance indicators (KPIs) and encourage organizations to measure their KPIs and benchmark against this index. The FBR 2022 considers seven (7) Key Performance Indicators (KPIs) that are widely used in the industry by taking the median across industries, regions, and organizations to create a composite index to measure the efficiency and effectiveness of an organization's service delivery.

Key performance indicators (KPIs)

96.60%
Customer Satisfaction (CSAT)

Note: Higher the better

10.15 Hours
Average First Response Time*

Note: Lower the better

22.56 Hours
Average Resolution Time*

Note: Lower the better

13.32 Hours
Average First Assign Time*

Note: Lower the better

70%
First Contact Resolution

Note: Higher the better

93%
First Response SLA Percent

Note: Higher the better

93%
First Response SLA Percent

Note: Higher the better

*All times are in business hours except for the average first assign time which is in calendar hours. Average first assign time is calculated based on the difference between the time a ticket was created and the time it first was assigned to an agent/group.

Key takeaways from the FBR 2022

Employee engagement

Employees who prefer to use chat (virtual agents and/or chatbots) get their tickets resolved faster beating the Freshservice benchmark by 60%, resolving with a resolution SLA% at 100%, and delivering a 100% CSAT.

Service desk scalability

Organizations that enabled bots, deflect as much as ~59% of tickets. Deflection not just reduces the total volume of tickets, but allows IT leaders to scale their service desk to embrace the 'anywhere operations' model.

Agent productivity

Organizations that have automated, benefitted in reducing the resolution time by 22%. Importantly, these organizations also experienced an improvement in their first contact resolution by close to 9%, thus eliminating the need to re-open the ticket.

AI in ITSM

Machine Learning (ML) based intelligent field suggesters employ predictive intelligence based on historical data to help agents respond, assign, and resolve faster by almost 15%, 12%, and 5% respectively.

Context-based collaboration

With context-based collaboration, average resolution time drops by 8%, and first contact resolution improves by over 7%. Leaders also have an end-to-end view of a ticket and any subsequent changes made during the course of the project.

Highlights

14.63%

improvement in **first responses** with **field suggester**

34.74%

decrease in **average first assign time** when service desks use **chatbots**

62.28%

faster **ticket resolution** with **virtual agents**

74%

First contact resolution (FCR) when organizations automate using **orchestration**

95%

resolution SLA% and **first response SLA%** with optimal **knowledge base articles**

Explore key metrics to measure service desk excellence

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