freshworks
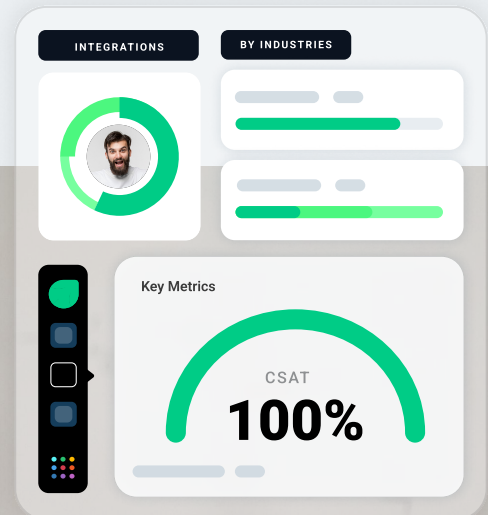
Key metrics in the era of AI-powered support

Customer Service Benchmark Report 2024

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Executive summary and key findings

Customer service leaders seek scalable solutions that offer positive ROI, rapid impact, and easy implementation. Just as important, they are turning to AI-powered tools to personalize engagement, boost team productivity, and generate valuable business insights. These leaders are also looking for broad channel coverage, enabling them to connect with customers anytime, anywhere, and to build a customer-centric service model that fosters long-term satisfaction and loyalty.

Those are some of the high-level takeaways from an analysis of anonymized and aggregated Freshworks customer data. We present these findings and more in the Freshworks Customer Service Benchmark Report 2024.

The study identifies strategies to help service leaders scale their operations in an ever-evolving digital landscape. It also reveals median values (for standard performance), benchmark values (for exceptional performance), and insights and recommendations for improving performance and benchmarking your team. Key areas of focus include:

Conversational support

Conversational support for customers is essential for industries that require rapid responses. For example, assigning conventional tickets takes up to seven minutes in the healthcare industry, while the data shows that conversations are assigned almost instantly. For similar use cases, we recommend using

- Conversational support for real-time customer interactions such as customer inquiries

- Ticketing for complex scenarios involving integrations, escalations, and multiple stakeholders

Transform your customer service with Freshworks solutions   **Get started**

AI-powered conversations

Businesses (both B2B and B2C) using Freddy AI (the AI platform from Freshworks) for customer service significantly improved metrics such as first response time, resolution time, and customer satisfaction (CSAT) ratings.

For example, among companies that used Freddy Copilot (AI-powered assistance to improve support team productivity):

Chatbot-powered deflection

Businesses that used chatbots deflected up to 86% of conversations.

- Telecommunication businesses, which support a large volume of repetitive customer queries, achieved up to 99% deflection

- Travel and hospitality businesses, which often require personalized, human-powered resolutions, saw only 59% deflection

Regional channel trends

The choice of communication channel varies significantly between regions. For instance:

- Latin American and Southeast Asian organizations show a higher inclination toward social media platforms

- Companies in the E.U. and the U.S. rely more on traditional channels such as email or in-app messaging

Recognizing regional preferences helps personalize the customer experience.

Industry channel trends

Websites remain the most popular channel for customer conversations in all industries. However, other channels, such as email, WhatsApp, and Facebook, are catching up.

- WhatsApp is more popular in B2C industries such as retail and travel/hospitality. Such industries require personalization and quick responses for their promotional messages, itinerary updates, and order tracking.

- This could be attributed to personal and immediate engagement with their customers, resolving simple queries, sending promotional messages, and tracking orders.

- Email is predominant in B2B sectors such as manufacturing and IT infrastructure, which could be due to its capacity for detailed messages, multiple stakeholders, and attachments or documents while serving as a record of correspondence.

CHAPTER TWO

Data set and methodology

The Freshworks Customer Service Benchmark Report draws from anonymized and aggregated usage data from our customer service products between January 2023 and April 2024.

In this report, we highlight the benchmarks calculated from:

- The top 20th percentile of our customers represented as the top performance

- The median values of key performance indicators represented as the standard performance

We removed any outlier data points to make the dataset more precise, usable, and representative of Freshworks customers' experiences across industry, region, and organization size. All values have been reported in business hours, except for the first response time for conversations, which has been reported in calendar hours.

37M conversations

19M tickets

25+ industries
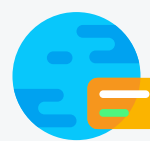
7 regions
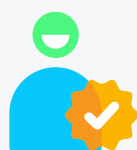
17k+ accounts

KPIs of customer service

3.1. Top performance based on the top 20th percentile of customers

Top performance	Conversations	Ticketing
First assign time	2s	17m 51s
First response time	9s	38m 31s
Response SLA %	NA	94.04%
Resolution time	1m 40s	3h 19m 13s
First contact resolution %	NA	69.70%
Resolution SLA %	NA	96.76%
CSAT	5	NA
Positive CSAT response %	NA	96.09%

These benchmarks represent the performance standards set by accounts leveraging our customer service products to their fullest potential.

3.2. Standard performance based on the 50th percentile of customers

Standard performance	Conversations	Ticketing
First assign time	11s	1h 27m 46s
First response time	36s	1h 49m 36s
Response SLA %	NA	82.50%
Resolution time	8m 07s	8h 16m 51s
First contact resolution %	NA	53.89%
Resolution SLA %	NA	87.21%
CSAT	4.5	NA
Positive CSAT response %	NA	85.16%

The median values are a representation of the typical performance of our customers.

Note: "NA" denotes metrics that do not apply to tickets/conversations.

Key benchmarks for delivering exceptional customer service

Understanding how your customer service compares to your peers is crucial for delivering exceptional customer experiences. By examining benchmarks across different regions, industries, and company sizes, you can gain a holistic picture of the customer service landscape and identify areas where your organization excels and needs improvement.

This comprehensive view helps contextualize your performance within your specific market and help you make informed decisions to enhance your customer service strategy.

This chapter contains the key customer service benchmarks organized by region, industry, and company size. These benchmarks provide valuable insights to refine your approach and stay ahead of the competition.

4.1 Average First assign time

The incremental cost of reducing wait time from say one minute to a few seconds would be very high with any other technology or headcount investment. With Freshworks, Dunzo is able to resolve 48% of queries without human intervention enabling them to save 30% in support costs.

Arvind Prashanth

Program Manager, Dunzo

4.1.1 Average first assign time

	Top performance	Standard performance
Conversations	2s	11s
Tickets	17m 51s	1h 27m 46s

4.1.2 First assign time by industry

Industry	Top performance (conversations)	Standard performance (conversations)	Top performance (tickets)	Standard performance (tickets)
Business Services	03s	10s	06m 57s	01h 48m 07s
Construction & Real Estate	13s	02m 22s	06m 10s	53m 40s
Computers & Electronics	01s	13s	08m 11s	01h 37m 09s
Consumer Services	03s	12s	14m 07s	04h 33m 40s
Education	01s	31s	01m 09s	01h 02m 29s
Entertainment & Media	03s	01m 04s	04m 07s	02h 29m 08s
Financial Services	01s	03s	04m 40s	02h 07m 26s
Government/Nonprofit	01s	07s	05m 44s	01h 20m 22s
Healthcare, Pharmaceuticals, & Biotech	01s	01m 00s	07m 39s	01h 24m 35s
IT Infrastructure & Services	01s	07s	09m 14s	02h 38m 34s
Manufacturing	04s	42s	04m 50s	01h 15m 08s
Retail	04s	01m 19s	17m 01s	08h 33m 15s
Telecommunications	01s	07s	02m 19s	47m 12s
Transportation & Storage	01s	03s	04s	28m 55s
Travel & Hospitality	10s	01m 09s	04m 22s	50m 50s

Key observations

- Retail users leveraging a traditional ticketing solution have a typical first assignment time of over eight hours, while those who adopt a conversation-driven approach achieve the same in less than two minutes.

- By switching to a conversation solution as the first line of communication, retail businesses can drastically reduce wait times and gain a competitive edge. This makes it an obvious choice for those seeking to stay ahead in the fast-paced retail landscape.

4.1.3 First assign time by region

Region	Top performance (conversations)	Standard performance (conversations)	Top performance (tickets)	Standard performance (tickets)
Australia & New Zealand	01s	31s	12m 27s	02h 40m 49s
Southeast Asia, Japan, South Korea, & others	01s	04s	06m 21s	22m 24s
Europe	01s	04s	11m 06s	03h 13m 35s
South Asia (including India)	01s	10s	02m 47s	01h 57m 33s
Latin America	03s	39s	03m 22s	01h 04m 08s
Middle East & Africa	01s	51s	02m 02s	39m 45s
United States & Canada	07s	01m 24s	06m 06s	01h 28m 58s

4.1.4 First assign time by company size

Company size	Top performance (conversations)	Standard performance (conversations)	Top performance (tickets)	Standard performance (tickets)
1-250	03s	24s	07m 56s	01h 42m 59s
250-500	01s	07s	05m 01s	01h 50m 44s
501-5,000	01s	04s	05m 08s	01h 48m 03s
5,000+	01s	04s	07s	01h 17m 36s

4.2 Average first response time

4.2.1 Average first response time

	Top performance	Standard performance	Top performing industry	Top performing region	Top performing company size
Conversations	9s	36s	Transportation & Storage	South Asia (including India)	5,000+ employees
Ticketing	38m 31s	1h 49m 36s	Telecommunications	Middle East & Africa	501-5,000 employees

4.2.2 First response time by industry

Industry	Top performance (conversations)	Standard performance (conversations)	Top performance (tickets)	Standard performance (tickets)
Business Services	10s	01m 07s	17m 52s	02h 09m 03s
Construction & Real Estate	18s	58s	15m 03s	01h 28m 14s
Computers & Electronics	16s	01m 04s	13m 18s	01h 29m 31s
Consumer Services	15s	01m 19s	26m 52s	03h 26m 13s
Education	09s	36s	27m 29s	02h 47m 15s
Entertainment & Media	13s	58s	12m 55s	01h 44m 42s
Financial Services	07s	18s	21m 14s	03h 00m 28s
Government/Nonprofit	01m 01s	04m 42s	23m 54s	02h 08m 06s
Healthcare, Pharmaceuticals, & Biotech	15s	52s	16m 14s	01h 50m 11s
IT Infrastructure & Services	10s	45s	15m 22s	02h 06m 51s
Manufacturing	13s	40s	16m 02s	01h 51m 24s
Retail	10s	42s	24m 06s	03h 05m 53s
Telecommunications	15s	01m 42s	10m 14s	01h 06m 50s
Transportation & Storage	01s	04s	13m 06s	01h 26m 48s
Travel & Hospitality	09s	37s	14m 30s	01h 20m 41s

📝 Key observations

The healthcare industry demands faster responses because of the nature of the customer queries. Organizations can meet these expectations with conversations, better suited to timely, repetitive queries, while tickets are better suited to handle the back-end processes and logistics involved. This urgency can be observed in the industry's metrics, such as an average first response time of 15 seconds for conversations and 16 minutes for ticketing, highlighting the importance of swift communication in this sector.

4.2.3 First response time by region

Region	Top performance (conversations)	Standard performance (conversations)	Top performance (tickets)	Standard performance (tickets)
Australia & New Zealand	25s	01m 19s	18m 48s	02h 05m 04s
Southeast Asia, Japan, South Korea, & others	10s	39s	11m 40s	01h 46m 54s
Europe	10s	27s	23m 04s	02h 33m 58s
South Asia (including India)	06s	16s	18m 47s	02h 18m 47s
Latin America	22s	02m 15s	12m 16s	01h 35m 06s
Middle East & Africa	21s	01m 15s	09m 55s	01h 11m 09s
United States & Canada	16s	01m 00s	15m 51s	01h 56m 58s

4.2.4 First response time by company size

Company size	Top performance (conversations)	Standard performance (conversations)	Top performance (tickets)	Standard performance (tickets)
1-250	10s	55s	18m 18s	02h 22m 35s
250-500	07s	18s	15m 06s	01h 50m 27s
501-5,000	10s	30s	14m 34s	01h 58m 08s
5,000+	01s	19s	17m 49s	01h 49m 27s

4.3 Response SLA %

4.3.1 Response SLA %

Top performance (ticketing)	Standard performance (ticketing)	Top performing industry	Top performing region	Top performing company size
94.04%	82.50%	Entertainment & Media	Southeast Asia, Japan, South Korea, & others	1-250 employees

4.3.2 Response SLA % by industry

Industry	Top performance (ticketing)	Standard performance (ticketing)
Business Services	91.14%	82.61%
Construction & Real Estate	95.83%	86.64%
Computers & Electronics	93.90%	79.11%
Consumer Services	79.18%	69.96%
Education	87.30%	68.95%
Entertainment & Media	98.38%	84.55%
Financial Services	91.00%	74.60%
Government/Nonprofit	93.70%	75.83%
Healthcare, Pharmaceuticals, & Biotech	90.48%	83.30%
IT Infrastructure & Services	90.18%	77.61%
Manufacturing	90.15%	80.48%
Retail	93.27%	76.00%
Telecommunications	91.21%	79.30%
Transportation & Storage	87.36%	87.36%
Travel & Hospitality	88.36%	78.08%

4.3.3 Response SLA % by region

Industry	Top performance (ticketing)	Standard performance (ticketing)
Australia & New Zealand	92.13%	82.88%
Southeast Asia, Japan, South Korea, & others	99.50%	95.21%
Europe	91.93%	80.80%
South Asia (including India)	87.36%	77.10%
Latin America	93.49%	84.74%
Middle East & Africa	90.80%	79.37%
United States & Canada	93.47%	82.38%

4.3.4 Response SLA % by company size

Company size	Top performance (ticketing)	Standard performance (ticketing)
1-250	93.66%	80.65%
250-500	92.32%	77.75%
501-5,000	89.85%	77.61%
5,000+	91.34%	87.24%

📝 Key observations

The response SLA percentage has remarkable consistency across businesses of different sizes and complexities, underscoring the adaptability of our customer service products.

4.4 Average resolution time

4.4.1 Average resolution time

	Top performance	Standard performance	Top performing industry	Top performing region	Top performing company size
Conversations	1m 40s	8m 7s	Transportation & Storage	South Asia (including India)	5,000+ employees
Ticketing	03h 19m 13s	08h 16m 51s	Entertainment	Middle East & Africa	501-5,000 employees

4.4.2 Average resolution time by industry

Industry	Top performance (conversations)	Standard performance (conversations)	Top performance (tickets)	Standard performance (tickets)
Business Services	02m 19s	09m 00s	01h 12m 16s	08h 58m 47s
Construction & Real Estate	24s	02m 28s	59m 59s	06h 34m 26s
Computers & Electronics	01m 37s	10m 13s	01h 11m 54s	09h 35m 42s
Consumer Services	02m 03s	08m 36s	01h 28m 16s	09h 34m 52s
Education	02m 57s	11m 30s	01h 20m 34s	07h 58m 07s
Entertainment & Media	01m 36s	05m 27s	33m 58s	07h 22m 29s
Financial Services	04m 10s	09m 43s	01h 10m 19s	08h 11m 40s
Government/Nonprofit	02m 40s	09m 40s	56m 12s	07h 15m 59s
Healthcare, Pharmaceuticals, & Biotech	02m 43s	10m 07s	01h 02m 35s	07h 17m 13s
IT Infrastructure & Services	01m 37s	08m 34s	01h 11m 44s	08h 36m 46s
Manufacturing	01m 31s	05m 40s	55m 00s	07h 13m 23s
Retail	27s	07m 09s	01h 25m 10s	09h 07m 31s
Telecommunications	02m 25s	10m 01s	54m 44s	07h 32m 39s
Transportation & Storage	01s	01m 21s	01h 18m 09s	09h 16m 13s
Travel & Hospitality	04m 04s	10m 36s	49m 08s	05h 58m 06s

4.4.3 Average resolution time by region

Region	Top performance (conversations)	Standard performance (conversations)	Top performance (tickets)	Standard performance (tickets)
Australia & New Zealand	05m 01s	16m 04s	01h 11m 36s	07h 27m 34s
Southeast Asia, Japan, South Korea, & others	01m 30s	06m 40s	01h 20m 20s	09h 00m 00s
Europe	03m 43s	09m 46s	01h 14m 52s	08h 11m 45s
South Asia (including India)	01m 07s	08m 43s	01h 29m 01s	09h 28m 46s
Latin America	02m 24s	11m 57s	50m 29s	07h 28m 06s
Middle East & Africa	01m 18s	04m 30s	27m 33s	03h 56m 03s
United States & Canada	02m 19s	09m 30s	01h 03m 53s	07h 54m 54s

4.4.4 Average resolution time by company size

Company size	Top performance (conversations)	Standard performance (conversations)	Top performance (tickets)	Standard performance (tickets)
1-250	02m 07s	10m 00s	01h 15m 35s	08h 43m 22s
250-500	02m 03s	07m 31s	01h 02m 20s	08h 04m 54s
501-5,000	02m 01s	07m 25s	52m 25s	06h 30m 03s
5,000+	04s	04m 39s	01h 32m 32s	10h 56m 35s

4.5 First contact resolution

4.5.1 First contact resolution

Top performance (ticketing)	Standard performance (ticketing)	Top performing industry	Top performing region	Top performing company size
69.70%	53.89%	Entertainment & Media	Middle East & Africa	1-250 employees

4.5.2 First contact resolution by industry

Industry	Top performance (ticketing)	Standard performance (ticketing)
Business Services	74.24%	61.36%
Construction & Real Estate	62.87%	52.00%
Computers & Electronics	65.23%	52.53%
Consumer Services	71.82%	65.65%
Education	81.12%	76.71%
Entertainment & Media	92.79%	79.51%
Financial Services	84.58%	72.55%
Government/Nonprofit	77.26%	65.70%
Healthcare, Pharmaceuticals, & Biotech	74.26%	63.81%
IT Infrastructure & Services	87.72%	73.21%
Manufacturing	70.43%	60.51%
Retail	72.11%	63.03%
Telecommunications	67.88%	66.82%
Transportation & Storage	75.46%	70.05%
Travel & Hospitality	69.94%	62.97%

🗒️ Key observations

First contact resolution (FCR) is usually higher for industries like entertainment and media, as these sectors typically involve simpler queries that support teams can resolve quickly and efficiently. This allows businesses to maintain customer satisfaction and loyalty in a highly competitive market.

4.5.3 First contact resolution by region

Region	Top performance (ticketing)	Standard performance (ticketing)
Australia & New Zealand	68.16%	59.16%
Southeast Asia, Japan, South Korea, & others	81.75%	67.86%
Europe	68.84%	59.33%
South Asia (including India)	87.45%	75.46%
Latin America	82.14%	67.96%
Middle East & Africa	92.76%	70.14%
United States & Canada	76.25%	58.87%

4.5.4 First contact resolution by company size

Company size	Top performance (ticketing)	Standard performance (ticketing)
1-250	97.31%	88.39%
250-500	94.34%	83.97%
501-5,000	93.09%	85.32%
5,000+	92.46%	75.93%

4.6 Resolution SLA %

4.6.1 Resolution SLA %

Top performance (ticketing)	Standard performance (ticketing)	Top performing industry	Top performing region	Top performing company size
96.76%	87.21%	Construction & Real Estate	Southeast Asia, Japan, South Korea, & others	1-250 employees

4.6.2 Resolution SLA % by industry

Industry	Top performance (ticketing)	Standard performance (ticketing)
Business Services	95.61%	88.59%
Construction & Real Estate	97.78%	87.74%
Computers & Electronics	96.58%	90.13%
Consumer Services	92.92%	87.96%
Education	92.39%	76.36%
Entertainment & Media	93.09%	88.41%
Financial Services	93.04%	88.31%
Government/Nonprofit	94.50%	81.71%
Healthcare, Pharmaceuticals, & Biotech	95.23%	86.15%
IT Infrastructure & Services	94.58%	84.64%
Manufacturing	95.32%	88.73%
Retail	95.36%	82.49%
Telecommunications	96.41%	85.46%
Transportation & Storage	94.62%	64.81%
Travel & Hospitality	93.60%	84.67%

🗒️ Key observations

Resolution SLA percentage is consistent across industries for the top 20th percentile. However, there are variations in the median values for some industries.

For instance, in the transportation and storage industry, the top performance peaks at 94.62%, while the standard performance dips to 64.61%. This could be attributed to suboptimal utilization of features such as AI-powered summarization, agent groups, Knowledge Base articles, Canned Responses, Ticket Fields, and more.

4.6.3 Resolution SLA % by region

Region	Top performance (ticketing)	Standard performance (ticketing)
Australia & New Zealand	96.17%	87.61%
Southeast Asia, Japan, South Korea, & others	97.61%	95.86%
Europe	95.98%	88.19%
South Asia (including India)	91.47%	78.45%
Latin America	96.49%	90.09%
Middle East & Africa	96.35%	88.32%
United States & Canada	96.66%	88.59%

4.6.4 Resolution SLA % by company size

Company size	Top performance (ticketing)	Standard performance (ticketing)
1-250	97.31%	88.39%
250-500	94.34%	83.97%
501-5,000	93.09%	85.32%
5,000+	92.46%	75.93%

# 4.7 CSAT + positive CSAT %

> **"**
>
> **DECATHLON**
>
> Customer satisfaction scores increased to 82% even as ticket volume increased 17x at Decathlon. It's so simple and easy to use. It's easy to follow up on issues or on tickets
>
> **Vijoy Nair**
>
> Head of CX, Decathlon

4.7.1 Customer satisfaction (CSAT) surveys

Standard performance (conversations)	Top performance (conversations)	Top performing industry	Top performing region	Top performing company size
4.5	5	Government/ Nonprofit	Latin America	5,000+ employees
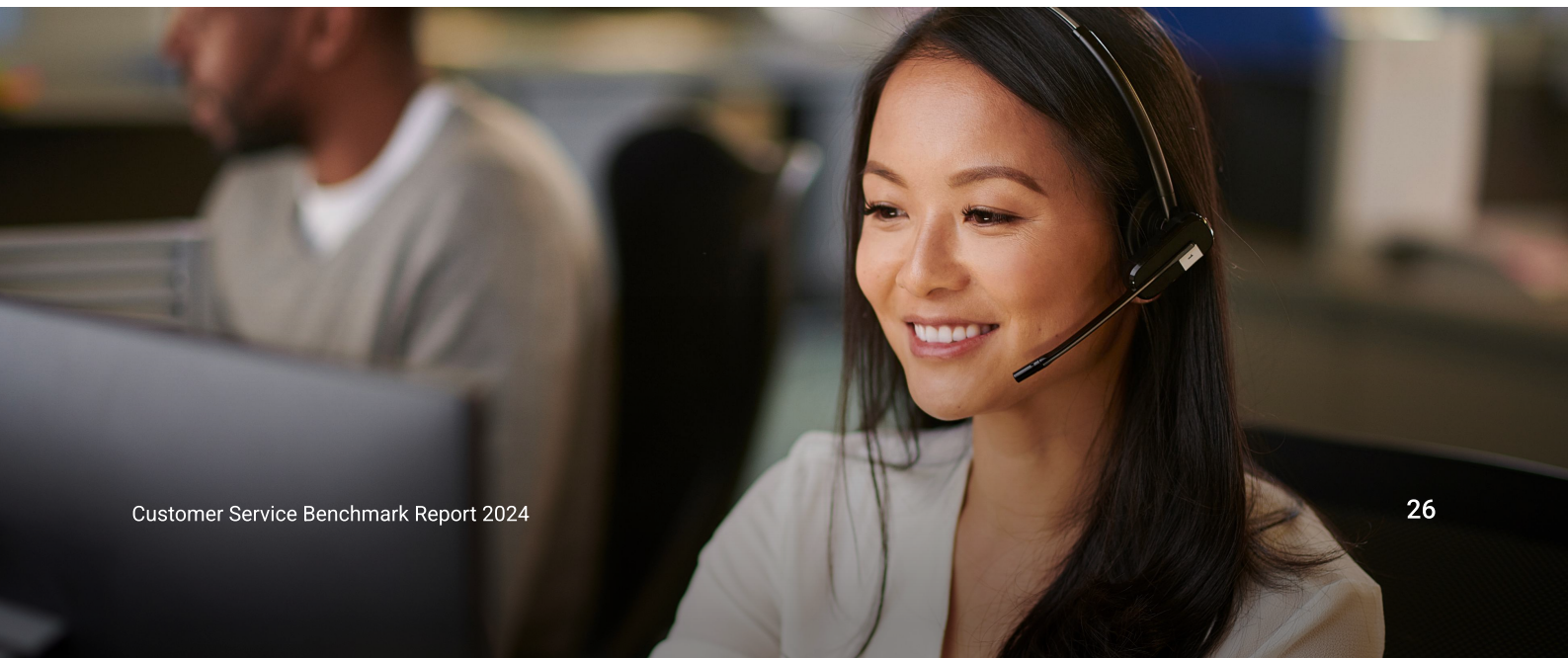
4.7.2 CSAT by industry

Industry	Top performance (ticketing)	Standard performance (ticketing)
Business Services	5	4.65
Construction & Real Estate	5	4.58
Computers & Electronics	5	4.80
Consumer Services	5	4.80
Education	5	4.72
Entertainment & Media	5	4.13
Financial Services	5	4.64
Government/Nonprofit	5	4.84
Healthcare, Pharmaceuticals, & Biotech	5	4.56
IT Infrastructure & Services	5	4.68
Manufacturing	5	4.75
Retail	5	4.57
Telecommunications	5	4.70
Transportation & Storage	5	4.51
Travel & Hospitality	5	4.64

4.7.3 CSAT by region

Region	Top performance (ticketing)	Standard performance (ticketing)
Australia & New Zealand	5	4.77
Southeast Asia, Japan, South Korea, & others	5	4.67
Europe	5	4.83
South Asia (including India)	5	4.42
Latin America	5	4.84
Middle East & Africa	5	4.46
United States & Canada	5	4.82

4.7.4 CSAT by company size

Company size	Top performance (ticketing)	Standard performance (ticketing)
1-250	5	4.54
250-500	5	4.67
501-5,000	5	4.57
5,000+	5	4.68

4.8 Positive CSAT %

Top performance (ticketing)	Standard performance (ticketing)	Top performing industry	Top performing region	Top performing company size
96.09%	85.16%	Entertainment & Media	Southeast Asia, Japan, South Korea, & others	1-250 employees

4.8.1 Positive CSAT % by industry

Industry	Top performance (ticketing)	Standard performance (ticketing)
Business Services	87.56%	71.43%
Construction & Real Estate	94.61%	87.48%
Computers & Electronics	90.41%	81.48%
Consumer Services	80.31%	68.75%
Education	86.89%	64.75%
Entertainment & Media	97.03%	84.82%
Financial Services	73.19%	46.98%
Government/Nonprofit	85.71%	85.71%
Healthcare, Pharmaceuticals, & Biotech	91.23%	71.19%
IT Infrastructure & Services	85.15%	69.31%
Manufacturing	94.74%	76.13%
Retail	79.26%	71.58%
Telecommunications	80.70%	76.70%
Transportation & Storage	74.50%	28.29%
Travel & Hospitality	92.61%	77.38%

4.8.2 Positive CSAT % by region

Industry	Top performance (ticketing)	Standard performance (ticketing)
Australia & New Zealand	92.25%	84.49%
Southeast Asia, Japan, South Korea, & others	93.41%	76.70%
Europe	89.50%	75.86%
South Asia (including India)	74.17%	46.85%
Latin America	91.68%	72.96%
Middle East & Africa	80.14%	62.82%
United States & Canada	93.10%	80.00%

4.7.4 CSAT by company size

Company size	Top performance (ticketing)	Standard performance (ticketing)
1-250	89%	71%
250-500	87%	68%
501-5,000	80%	73%
5,000+	75%	28%

📝 Key observations

Customers of the entertainment and media industry exhibit the highest levels of satisfaction when utilizing ticketing systems, further reinforced by the industry's notable first contact resolution rates (refer to Table 4.5.2). The efficiency of resolving issues with a single ticket aligns well with the industry's requirements.

Impact of features

5.1 Impact of chatbots (Freddy Self Service)

5.1.1 Deflection

Top performance (conversations)	Standard performance (conversations)	Top performing industry
85.60%	57.30%	Telecommunications

- The top 20% of customers achieve up to 85.60% deflection with chatbots

- Most customers see a deflection rate of at least 57.30% with chatbots

5.1.2 Deflection by industry

Industry	Top performance (ticketing)	Standard performance (ticketing)
Business Services	78.53%	17.77%
Computers & Electronics	63.20%	38.77%
Education	81.53%	47.51%
Entertainment & Media	73.90%	3.62%
Financial Services	94.76%	25.33%
Healthcare, Pharmaceuticals, & Biotech	85.61%	32.18%
IT Infrastructure & Services	87.18%	17.35%
Manufacturing	89.43%	46.03%
Retail	89.42%	20.61%
Telecommunications	99.42%	18.48%
Transportation & Storage	75.76%	43.16%
Travel & Hospitality	58.50%	7.72%

- Industries handling repetitive queries can achieve a high deflection rate with the optimal use of chatbots. For example, the top performance is by the telecommunication industry which deflects up to **99.42%** of incoming queries.

- However, if these businesses are handling specific queries that require personalized resolutions by agents, the deflection percentage would drop, as evidenced by the standard performance of only **18.48%** in the same industry.

Our average resolution time used to be 26 minutes, but currently, with the use of WhatsApp bots for Freshchat, it has decreased to 15 minutes. Our [Net Promoter Score] scores are also positive, with an increase in the percentage of customers selecting customer service as the most satisfying aspect of the service.

Rana Abdelrazik

Customer Experience Manager, **Styli**

5.2 Impact of AI (Freddy Copilot)

5.2.1 AI impact

KPIs	Top performance across industries (conversations and ticketing)
First response time improvement	37.60%
Resolution time improvement	38.70%
CSAT improvement	6.20%

Businesses that made optimal use of gen-AI-powered productivity features (Freddy Copilot) saw an improvement of up to **37.60%** in first response time and an improvement of **38.70%** in resolution times.
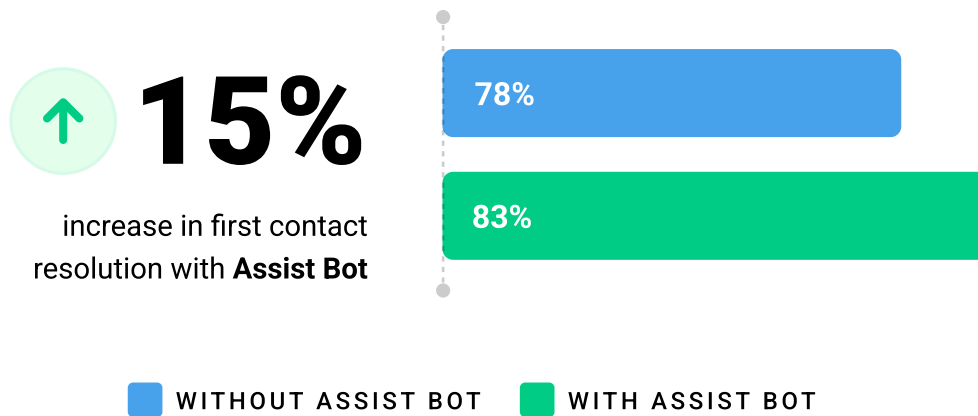
5.2.2 Improvement in KPIs (conversations and ticketing) with Freddy AI by industry*

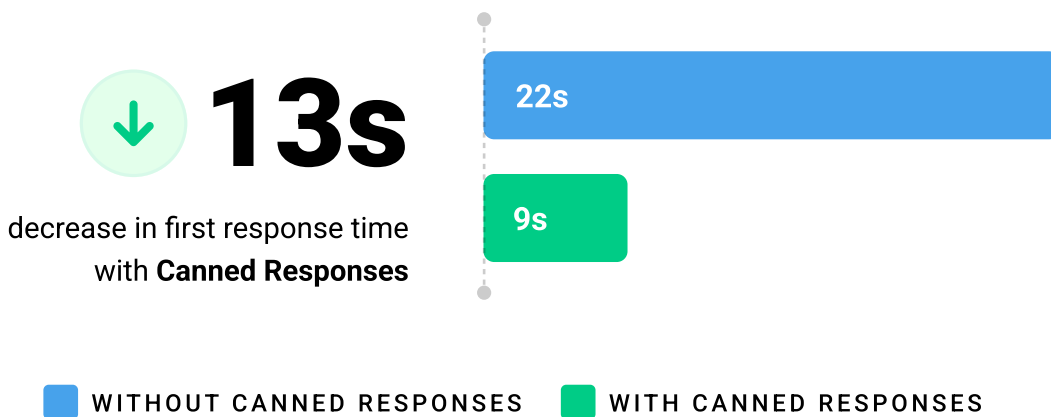| Industry	First response time	Resolution time	Improvement in CSAT
Business Services	36.80%	43.00%	4.01%
Construction & Real Estate	29.70%	37.70%	5.60%
Computers & Electronics	34.90%	28.20%	5.73%
Consumer Services	39.30%	38.40%	21.25%
Education	33.70%	38.50%	4.46%
Entertainment & Media	35.20%	34.90%	4.80%
Financial Services	37.90%	42.00%	10.42%
Government/Nonprofit	35.60%	34.50%	9.03%
Healthcare, Pharmaceuticals, & Biotech	40.30%	38.10%	7.25%
IT Infrastructure & Services	37.00%	38.70%	8.33%
Manufacturing	40.50%	44.00%	2.62%
Retail	42.60%	35.40%	4.81%
Telecommunications	39.30%	39.30%	5.12%
Transportation & Storage	32.60%	38.00%	6.50%
Travel & Hospitality	36.40%	34.00%	1.68%

*This is a measure of the top-performing customers

- Retail businesses saw an improvement of up to 42.60% in first response time using Freddy Copilot.

- Manufacturing businesses make the best use of Freddy Copilot to resolve customer queries end-to-end.
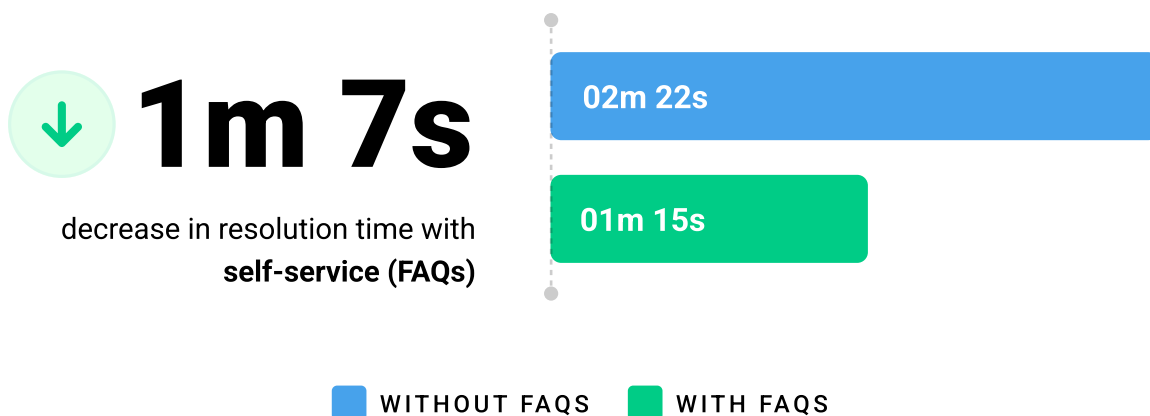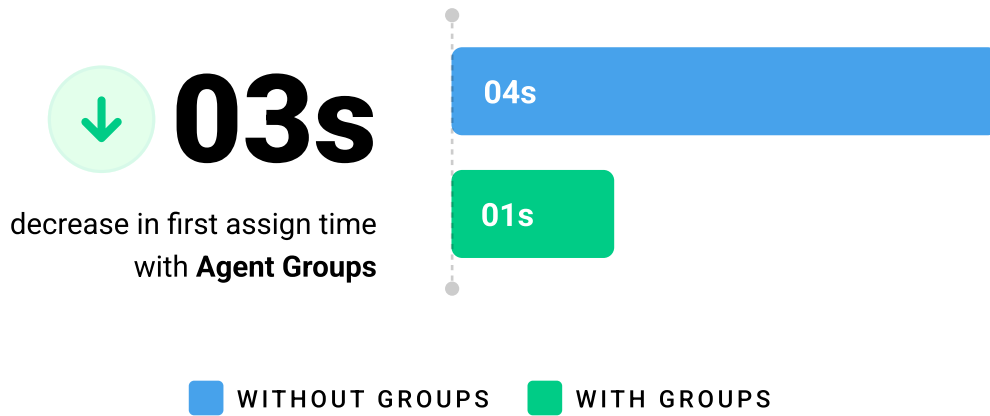
5.2.3 Impact of AI (Assist Bot)

↑ **15%**

increase in first contact resolution with **Assist Bot**

78%

83%

■ WITHOUT ASSIST BOT   ■ WITH ASSIST BOT

5.3 Impact of Canned Responses

↓ **13s**

decrease in first response time with **Canned Responses**

22s

9s

■ WITHOUT CANNED RESPONSES   ■ WITH CANNED RESPONSES

5.4 Impact of self-service (FAQs and Knowledge Base)

↓ **1m 7s**

decrease in resolution time with **self-service (FAQs)**

02m 22s

01m 15s

■ WITHOUT FAQS   ■ WITH FAQS

Ticketing	Resolution time	FCR	CSAT
Without Knowledge Base	1h 11m 16s	80%	83%
With Knowledge Base	1h 06m 32s	83%	85%

5.5 Impact of Agent Groups

↓ **03s**

decrease in first assign time
with **Agent Groups**

04s

01s

■ WITHOUT GROUPS   ■ WITH GROUPS

5.6 Impact of Automation

↓ 12m 31s

decrease in first assign time with automation rules

18m 18s

5m 47s

■ WITHOUT AUTOMATIONS ■ WITH AUTOMATIONS

↑ 25%

increase in CSAT with automation rules

59%

84%

■ WITHOUT AUTOMATIONS ■ WITH AUTOMATIONS
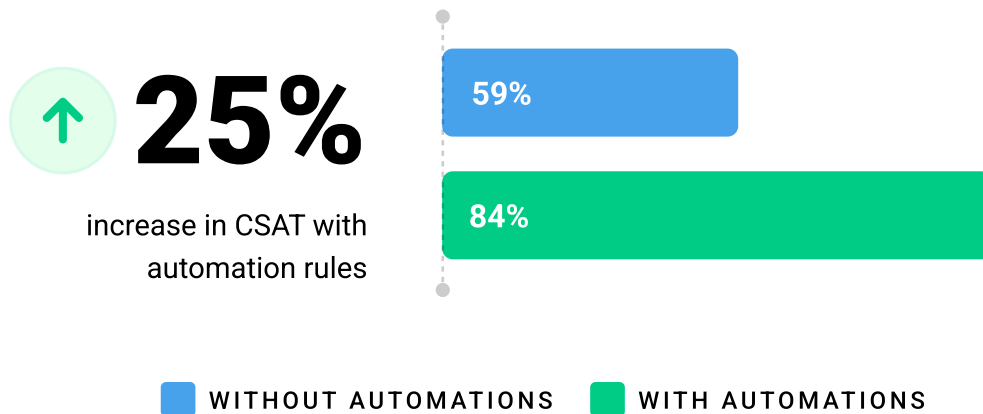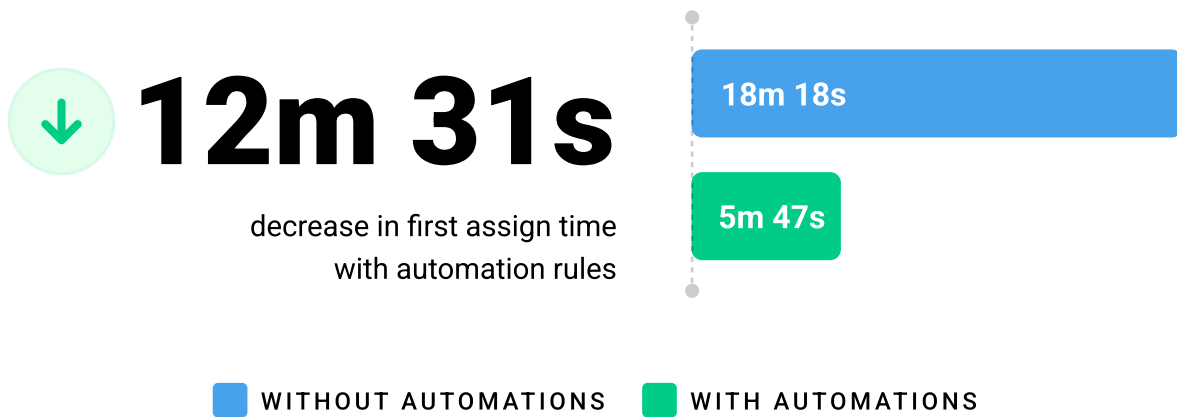
Automations appear to have a significant impact on CSAT, attributable to improvements in crucial metrics such as First assign time, first response time, and resolution time. Automation rules can be configured to handle different stages of support operations, including:

- Notifying customers if agents are out of office

- Notifying agents when a ticket is deleted

- Adding tags for merged tickets

- Notifying agents if private notes are added

- Sending CSAT surveys to customers

- Addressing tickets based on CSAT responses

Adoption of digital channels

6.1 Adoption of digital channels across regions

Channels	Australia & New Zealand	Southeast Asia, Japan, South Korea, & others	Europe	South Asia (including India)	Latin America	Middle East & Africa	United States & Canada
Email	21.50%	27.16%	24.71%	24.94%	28.04%	35.55%	21.39%
Facebook Messenger	22.87%	29.73%	17.65%	23.00%	27.94%	26.65%	11.51%
Instagram DM	4.79%	11.35%	6.37%	12.14%	15.08%	16.86%	3.52%
LINE	0.53%	7.84%	0.35%	0.43%	0.22%	NA	0.23%
Mobile apps (SDK)	4.26%	25.41%	8.89%	31.57%	8.20%	21.64%	7.52%
SMS	3.19%	0.81%	1.40%	1.29%	2.44%	1.59%	4.23%
WhatsApp	6.91%	25.68%	15.34%	42.71%	52.99%	51.03%	4.46%
Website	93.09%	82.16%	90.41%	80.14%	81.60%	74.72%	89.51%

- This table shows the adoption in percentage among customers from different regions.

- Individual consumers may engage over multiple channels, indicating the need for an omnichannel approach to customer service.

- The data indicates that an increase in the adoption of WhatsApp trends inversely to the use of web channels.

- Regions such as India (including SAARC), Latin America, the Middle East, and Africa show increased usage of mobile-first channels such as WhatsApp, which correlates to less web channel usage. It remains to be seen whether this suggests customers are starting to prefer mobile channels for customer service and businesses are responding.

6.2 Most-adopted digital channels by region

Australia & New Zealand	Southeast Asia, Japan, South Korea, & others	Europe	South Asia (including India)	Latin America	Middle East & Africa	United States & Canada
Facebook Messenger 22.87%	Facebook Messenger 29.73%	Email 24.71%	WhatsApp 42.71%	WhatsApp 52.99%	WhatsApp 51.03%	Email 21.39%

6.3 Adoption of digital channels across industries

Industry	Email	Facebook	Instagram	LINE	Mobile	SMS	WhatsApp	Web
Business Services	21.03%	18.17%	8.46%	1.15%	14.90%	2.21%	20.87%	85.00%
Construction & Real Estate	22.02%	23.03%	7.88%	2.42%	9.70%	1.82%	23.03%	84.24%
Computers & Electronics	24.05%	21.85%	4.64%	NA	15.23%	1.99%	23.84%	93.38%
Consumer Services	40.48%	30.30%	15.15%	NA	19.70%	4.55%	24.24%	86.36%
Education	23.24%	17.67%	6.43%	NA	9.24%	1.20%	22.89%	88.35%
Entertainment & Media	28.78%	17.13%	6.02%	NA	12.04%	3.24%	22.22%	83.80%
Financial Services	25.69%	17.89%	8.40%	1.36%	23.58%	2.17%	26.02%	82.93%
Government/ Nonprofit	23.53%	6.30%	1.57%	NA	7.87%	2.36%	13.39%	81.10%
Healthcare, Pharmaceuticals, & Biotech	23.89%	22.97%	9.80%	1.35%	13.85%	2.03%	31.76%	84.80%
IT Infrastructure & Services	25.29%	16.65%	5.99%	0.88%	17.36%	1.67%	21.76%	87.31%
Manufacturing	25.37%	23.68%	11.51%	1.64%	8.22%	2.30%	23.36%	82.89%
Retail	21.69%	27.70%	13.94%	0.74%	10.97%	1.86%	27.88%	89.03%
Telecommunications	27.27%	24.44%	13.33%	1.11%	12.22%	3.33%	28.89%	81.11%
Transportation & Storage	29.58%	18.80%	12.78%	0.75%	16.54%	5.26%	33.83%	86.47%
Travel & Hospitality	15.74%	35.09%	20.47%	2.34%	12.28%	3.51%	40.94%	81.87%

This table shows the adoption in percentage among customers in different industries. Individual consumers may engage over multiple channels, indicating the need for an omnichannel approach to customer service.

Industry	Most popular channel (other than web channels)	Adoption
Business Services	Email	21.03%
Construction & Real Estate	Facebook, Instagram	23.03%
Computers & Electronics	Email	24.05%
Consumer Services	Email	40.48%
Education	Email	23.24%
Entertainment & Media	Email	28.78%
Financial Services	WhatsApp	26.02%
Government/Nonprofit	Email	23.53%
Healthcare, Pharmaceuticals, & Biotech	WhatsApp	31.76%
IT Infrastructure & Services	Email	25.29%
Manufacturing	Email	25.37%
Retail	WhatsApp	27.88%
Telecommunications	WhatsApp	28.89%
Transportation & Storage	WhatsApp	33.83%
Travel & Hospitality	WhatsApp	40.94%

- **Email** and **WhatsApp** are the most popular channels among all industries, with Facebook third.

- **WhatsApp** is more popular in **B2C** industries like retail and travel/hospitality, whereas email is more predominantly used in **B2B** industries like manufacturing and IT infrastructure.

Insights

We've analyzed the data in this report to deliver insights on how to enhance customer experience, increase loyalty, and drive growth—and show how Freshworks can help organizations achieve these goals.

7.1 First assign time

- Implementing automations can help reduce the average first assign time by automatically assigning tickets to available agents.

- Setting up automation rules can reduce the first assign time by up to 12.5 minutes per ticket. We estimate that businesses processing up to 50 tickets per day can save about 2,500 hours annually.

- Dividing your support function into agent groups also improves the assign time. Businesses using Agent Groups save up to 75% of time spent per conversation assignment.

7.2 First response time

- Businesses using Freddy AI improved first response time by 37.60%.

- Using Canned Responses can help agents respond quickly to common issues, reducing average resolution time. Businesses that used Canned Responses also lowered their first response time by up to 60% per conversation.

7.3 Resolution time (and related metrics)

- Ensuring that agents are well-trained and have easy access to in-depth product knowledge via solution articles can help reduce the average first assign time and improve first contact resolution (FCR).

- Businesses using Freddy AI improved resolution time by up to 38.7%.

- Businesses using the Assist Bot, which provides consistent responses and faster resolution, improved FCR by 6.4%.

- Setting up a Knowledge Base provides agents with quick access to solutions and FAQs, reducing resolution times. FAQs and solution articles provide quick and easy access to answers to common questions. This, in turn, improves other outcomes:

  - Faster conversation resolution times (1 minute, 7 seconds) for businesses that use FAQs

  - Faster ticket resolution times (4 minutes, 44 seconds) for businesses that publish solution articles

7.4 CSAT

- CSAT is the result of multiple features improving various stages of customer support workflow, from assignment to resolution—it can't be attributed to one capability alone

- Businesses using Freddy AI saw an improvement in CSAT of up to 6.2%

- Businesses using automations saw improved CSAT of up to 42.37%

- Knowledge Base articles are associated with a 2% increase in CSAT, as they enable agents to give quick responses to in-depth and well-documented queries

8. Closing thoughts

Achieving these benchmarks requires a comprehensive suite of capabilities, and leveraging AI across communication channels to deliver exceptional customer service. Our top-performing customers exemplify this approach, setting the standard for effective, technology-driven customer support.

This also reflects the thinking of modern customer service leaders. They are seeking to consolidate solutions by integrating AI and omnichannel capabilities into a single native solution. They are looking for a single source of truth that would reduce errors, improve efficiency, and, most importantly, reduce response and resolution time.

Appendix

9.1 Glossary

1 **First assign time:** First assign time is the average time it takes to assign a new ticket to a support agent or a group of agents.

2 **First response time:** First response time indicates how long a customer waits before receiving a response from a support agent for their question or request. Automated responses are not included in this calculation.

3 **First response SLA compliance:** First response SLA compliance is the percentage of tickets that receive a first response within the service-level agreement for first response time.

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

5 **First contact resolution:** First contact resolution is the percentage of tickets resolved during the first interaction between a customer and an agent.

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 than first response SLA and first contact resolution, showing that this metric is a top priority for businesses.

7 **Customer satisfaction**

- **CSAT:** The CSAT score is a numerical measure of customer satisfaction. It is usually calculated based on a short survey that customers fill out after their ticket is resolved. The CSAT refers to the percentage of customers who answered the survey question positively.

- **Positive CSAT %:** Positive CSAT % refers to the percentage of customers who respond positively to a CSAT survey.

9.2 Benchmark your team

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

9.3 Conversation benchmarks

Conversations KPIs	Top performance	Standard performance	Your current performance	Your aspirational benchmark
First assign time	2s	11s		
First response time	9s	36s		
Resolution time	1m 40s	8m 07s		
CSAT	4.5	4.5		

9.4 Ticketing benchmarks

Ticketing KPIs	Top performance	Standard performance	Your current performance	Your aspirational benchmark
First assign time	17m 51s	1h 27m 46s		
First response time	38m 31s	1h 49m 36s		
First response SLA %	94.04%	82.50%		
Resolution time	3h 19m 13s	8h 16m 51s		
First contact resolution %	69.70%	53.89%		
Resolution SLA %	96.76%	87.21%		
Positive CSAT response %	96.09%	85.16%		

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10. About Freshworks

Freshworks Inc. (NASDAQ: FRSH) creates AI-boosted business software anyone can use. Purpose-built for IT, customer support, and sales and marketing teams, our products are designed to let everyone work more efficiently and deliver more value for immediate business impact. Headquartered in San Mateo, California, Freshworks operates around the world to serve more than 67,000 customers, including American Express, Blue Nile, Bridgestone, Databricks, Fila, Klarna, and OfficeMax. For the freshest company news, visit www.freshworks.com and follow us on Facebook, LinkedIn, and X.