

# Top 10 Metrics to Monitor the Health of Your Help Desk

November, 2011



**Table of Contents**

**Introduction..... 3**

**The Top 10 ..... 3**

**About Zendesk..... 9**

**Experience It Yourself ..... 9**

## Introduction

We've all heard the phrase, "an ounce of prevention is worth a pound of cure." When it comes to your help desk and your customers' experience, this is so true. Some very simple reporting and analytics can show you what you need to do to help ensure that customers are happy. These can help you anticipate if things are going badly before they actually get bad.

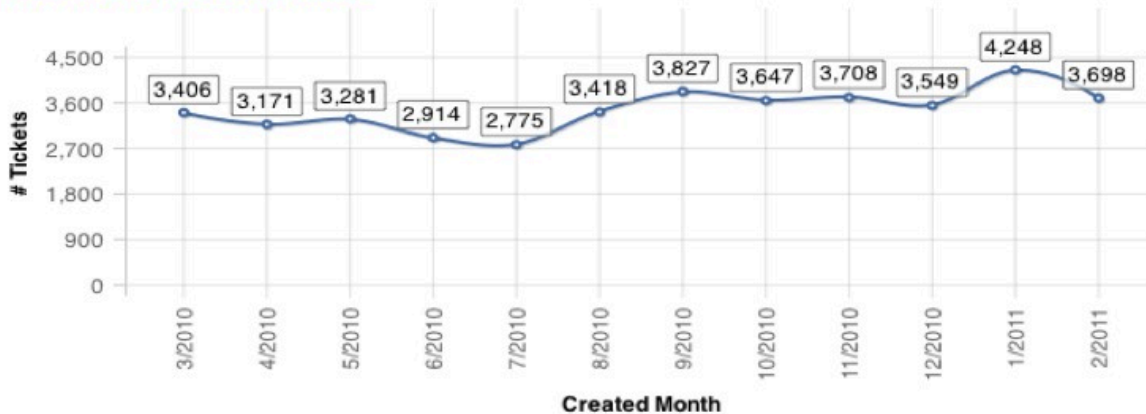
Running one of the best help desks in the industry ourselves (with a 94% customer satisfaction rating), we at Zendesk share with you our Top 10 metrics to measure the health of your help desk.

## The Top 10

### 1. New Tickets

The core of a help desk is the "ticket." A ticket creation report shows you the volume of support requests your support team is managing. Once you get a sense of how many tickets your support team can handle in a day, week, or month, this metric will be incredibly important to plan staffing.

New Tickets Created by Month



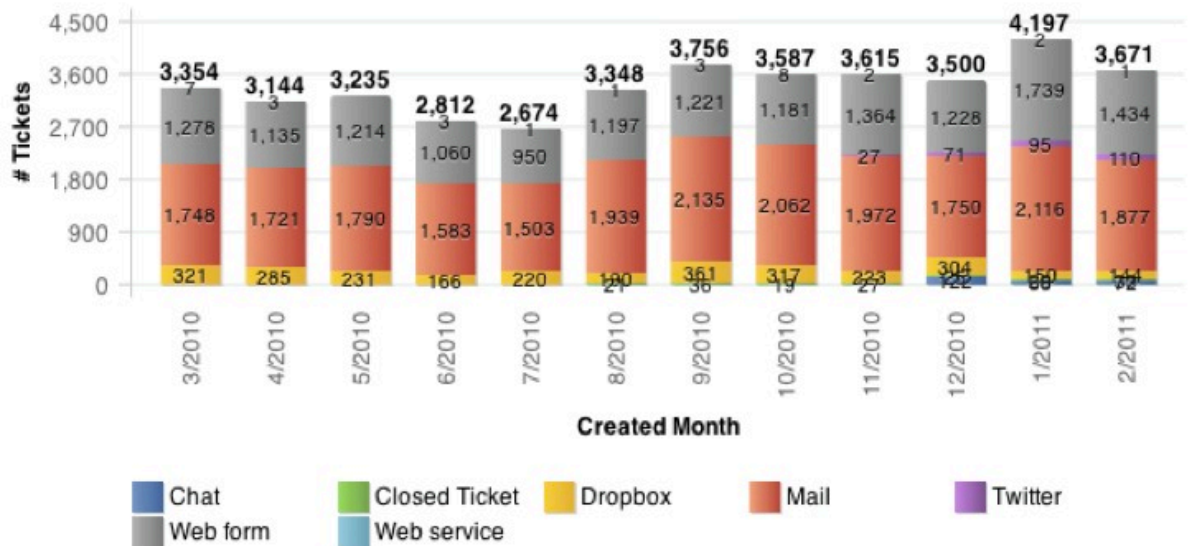
### 2. Submission Method

We now work in a world where customers are in charge of how they want to contact you, be it by phone, via chat, through a web form, via email, or even through social networks. Each of these vehicles requires different types of staffing and skills. Being able to track this is vitally important to optimize the efficiency

## Top 10 Metrics to Monitor the Health of Your Help Desk

of your help desk and where you may need to move or hire staff.

### Created Tickets by Submission Method



### 3. Tickets Solved

Are you able to solve as many tickets that come in each week. In a healthy help desk, your new tickets and tickets solved trend lines should be parallel. By looking at this every week, you can recognize if you are becoming consistently behind, or if certain weeks are just anomalies.



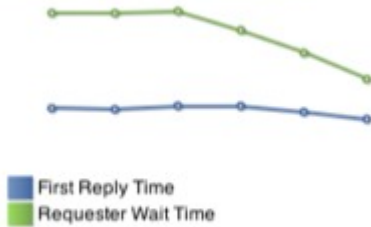
#### 4. Reply and Wait Times

First reply time is the time between a ticket being created and the first public comment from a support agent. The longer this is, the more you risk having dissatisfied customers. Customers want, at least, an acknowledgement that someone has started the help process as within a reasonable amount of time of submitting their request. Plus, this information is very important to track if you publish guaranteed response times to make sure you're living up to your promises.

Requester wait time is the cumulative time that a request ticket is unresolved while issues are being worked on. The information below shows a week over week comparison as an example. (Hint: There are 1,440 minutes in a day)



First Reply vs Wait Time Trend



#### 5. Resolution Time

First resolution time is the time from when a ticket is created to when it is first solved. Full resolution time is the time from when a ticket is created to when it is solved for the last time. A growing gap in these numbers may mean that additional training is required to eliminate having to revisit the same problem

## Top 10 Metrics to Monitor the Health of Your Help Desk

multiple times. Here's how a week-over-week comparison might look.



### 6. Backlog

One of the most important things help desk managers care about is their backlog. If more requests are coming than are solved every week, you're building a backlog. The table below reveals whether a help desk is overwhelmed by support requests and whether there are enough resources to service customers in a timely manner.

**Ticket Flow By Group, Last Week** Click Group name to drill down to individual Agents

Group	Created Last Week	Solved Last Week	% Solved	Backlog Impact	Backlog
1. Level Support	818	810	99%	+ 8	271
2. Level Support	144	159	110%	-15	132
Account changes	72	66	92%	+ 6	14
Development	36	40	111%	-4	169
Payment issue	24	27	113%	-3	11
Sales	29	29	100%	-	22
Salesforce replies	2	2	100%	-	13

### 7. Predicted Backlog

So you can plan ahead, you also want to take a look at your predicted backlog. Below you can see that the development team is falling behind and that it will take about four weeks to resolve all the support requests.

**Predicted Backlog**

Group	# Unsolved Tickets	# Tickets Solved/Week [Avg]	Backlog
1. Level Support	271	685	0.4 weeks
2. Level Support	132	126	1.0 weeks
Development	169	38	4.4 weeks
Sales	22	45	0.5 weeks

**8. Ticket Distribution**

An important thing for a support manager to look at is how support requests are distributed. This is where you can determine if there is any correlation between satisfaction scores and low first-time responses to support requests. Monitoring your ticket distribution can alert you to a recurring problem with your product or service. If you see sudden spikes in the amount of support requests you are getting, a manager can investigate to see if there are underlying issues that need to be addressed.

The report below shows how your company is doing in regards to “one-touch” tickets. These are tickets that are answered with a single reply. This helps demonstrate the efficiency of your support staff.

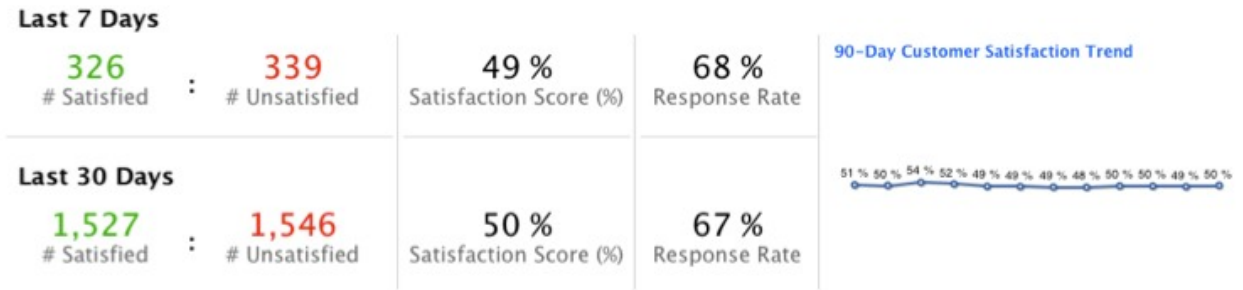
**Tickets Solved with One Reply - Last 30 Days**



**9. Satisfaction Ratings**

The definitive business metric is whether its customers are satisfied. Once the evaluation has been received, comprehensive metrics are surfaced through reports and dashboards to help decide determine if there are problems with your customer support organization.

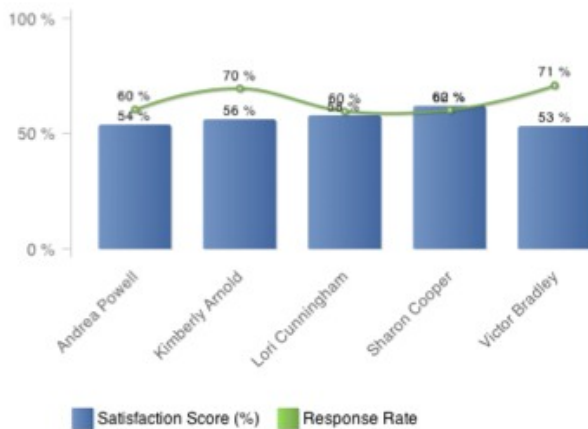
## Top 10 Metrics to Monitor the Health of Your Help Desk



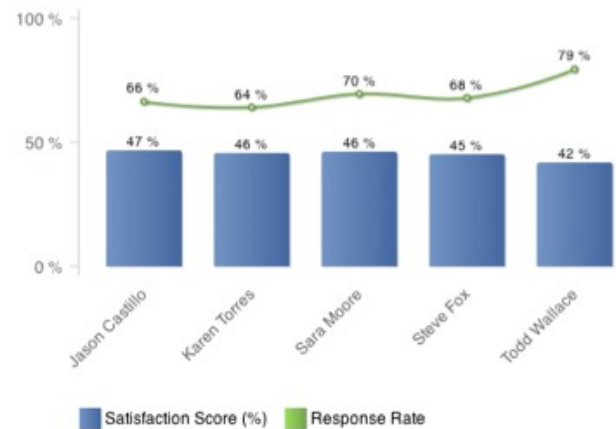
### 10. Individual Performance

It is important to identify which customer support agents are top performers and which need additional training. It's also a great way to see which agents may be ready to take on more challenging requests and which might need to stay put or require additional training and resources.

Top Performers - Last 60 Days



Laggards - Last 60 Days





## About Zendesk

Zendesk is the proven cloud-based help desk software that is the fastest way to enable great customer service in rapidly growing companies. Zendesk is so easy to use, it's loved by support teams and their customers worldwide. More than 10,000 organizations including Adobe, MSNBC, Sony, and Groupon, trust Zendesk with their most valuable asset: their customers. Now, organizations can deliver exceptional support across the web, email, and social media. Learn more at [www.zendesk.com](http://www.zendesk.com).

## Experience It Yourself

All the capabilities described in this article can be managed through Zendesk, the fastest way to great customer support. Visit us to sign up for a free 30-day trial at [www.zendesk.com/signup](http://www.zendesk.com/signup).



ZENDESK, INC

Toll Free 1 888 670 4887 • [support@zendesk.com](mailto:support@zendesk.com)