Zendesk Research

Analytics

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Companies that measure performance provide better service

Analytics reporting is necessary for any company to not only gauge the success of its efforts, but objectively understand what areas need improvement. For customer service, these metrics typically include customer satisfaction, as well as factors that contribute to customer satisfaction, such as first reply time (how long it took an agent to respond to the end user), full resolution time (how long it took for the ticket to be solved), and percentage of one-touch resolution (the percentage of tickets resolved with a single interaction).

For this report, we analyzed a group of active Zendesk customers that have enabled analytics in Zendesk and broke them into two groups: those who have high usage of analytics and those who have low usage.[3] We then looked at some key performance metrics for each group and attempted to answer this question: Do companies that better utilize analytics outperform those who don't in the above stated metrics?

[3] If a company's total dashboard tab executions was above the median number, they were considered high usage.
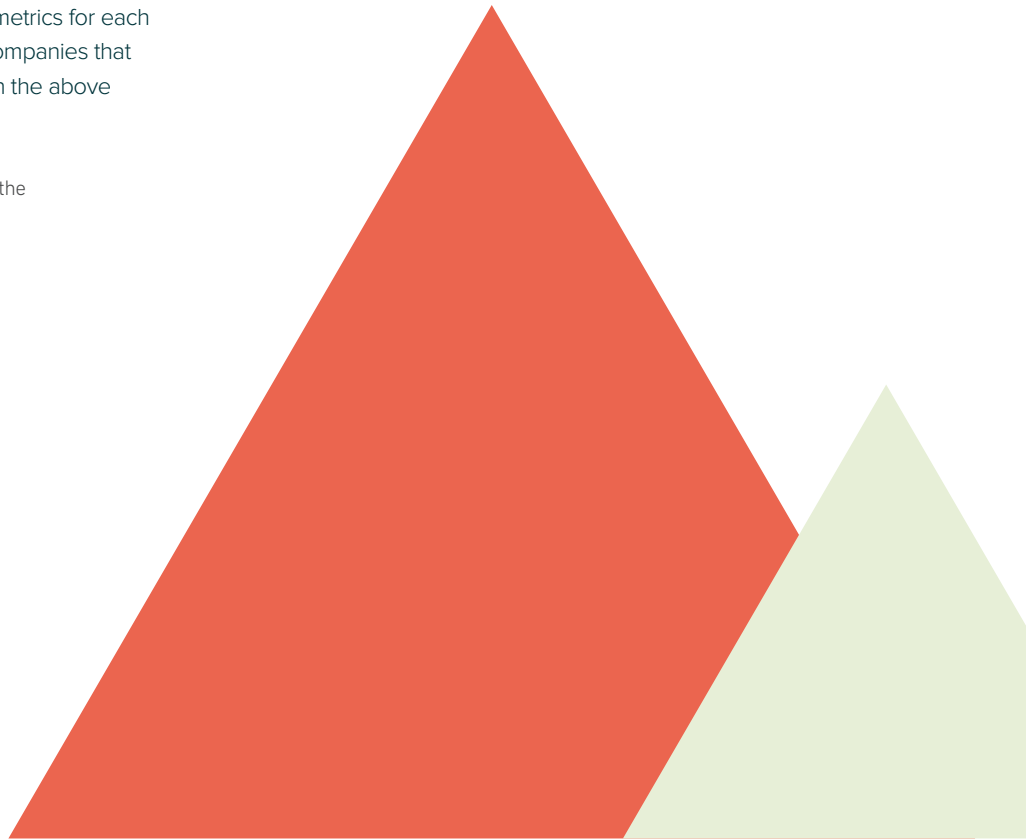
The results: Measuring performance pays big dividends

Accounts in the high analytics usage group based on the number of dashboard views per month show 1.6 percent higher satisfaction ratings, 12 percent lower first reply times, 16 percent lower full resolution times, and 4.4 percent more one-touch responses on tickets. What is measured truly does improve.

PERFORMANCE METRICS OF ANALYTICS FOR ZENDESK USERS

ANALYTICS USAGE	SATISFACTION	FIRST REPLY TIME	FULL RESOLUTION TIME	% ONE-TOUCH
HIGH USAGE	79.9%	10.4 hours	50.8 hours	77.8%
LOW USAGE	78.6%	11.9 hours	60.1 hours	74.5%
% CHANGE	1.6% higher	12% lower	16% lower	4.4% higher

The data clearly show that high-usage customers have higher satisfaction ratings, faster response and resolution times, and a greater proportion of one-touch tickets than low-usage customers.

High-usage companies are making good decisions when it comes to customer service, and are creating dashboards to complement their support improvement processes. Due to variables not captured here, it is not possible to state that high-usage customers are better support performers because they look at their dashboards. However, it is fair to state that the companies with high satisfaction rates and fast reply/resolve times are the same companies that are creating analytics dashboards to routinely monitor their performance.
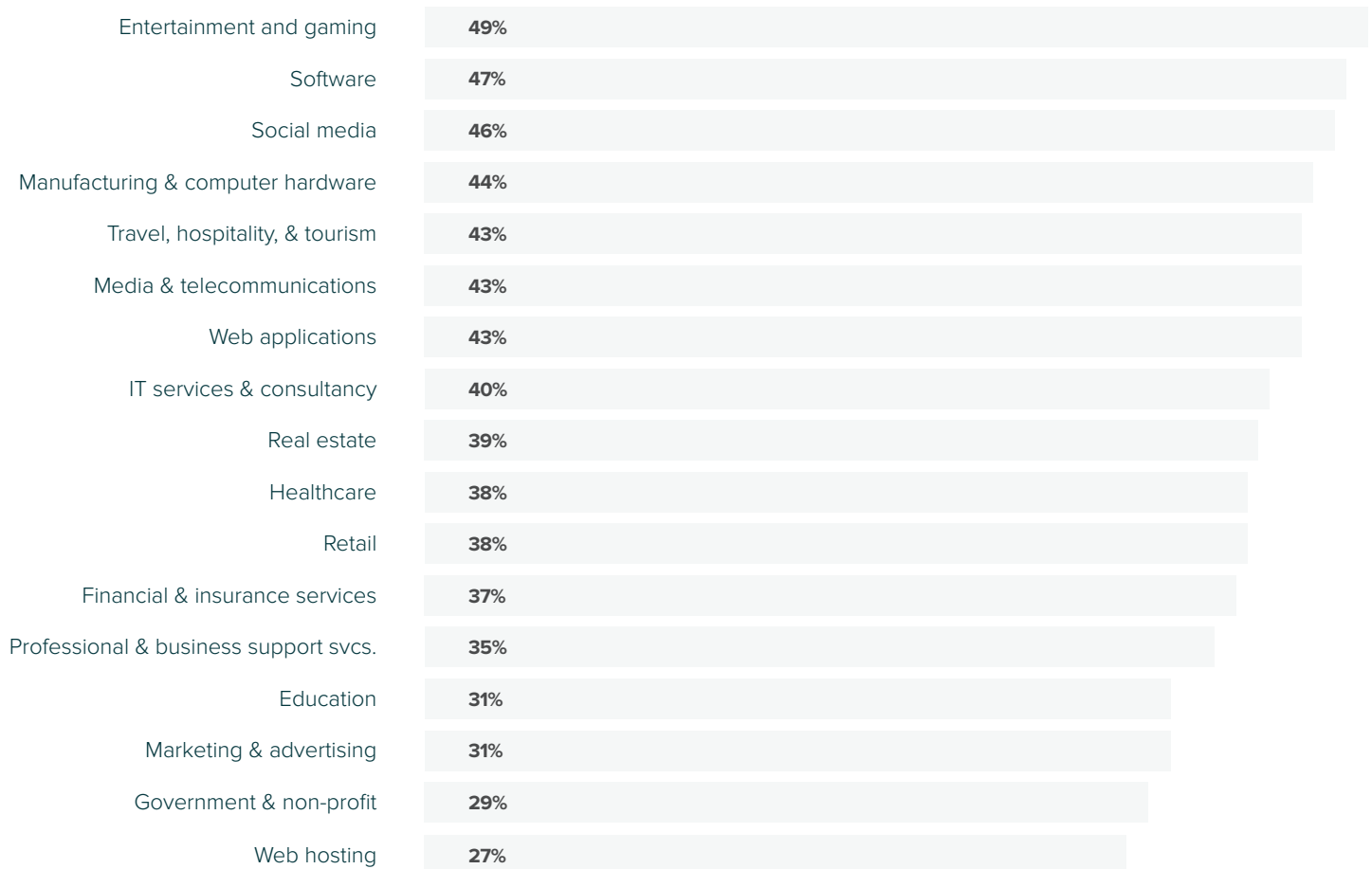
Data driven

We ranked several customer segments on how data-driven they are. High usage was considered to be viewing 20+ reports on average per month, or approximately viewing a report once per business day.

The most data-driven industries in this edition of our benchmarking report tend to be those that fall into one (or sometimes both) of the following categories: those that are ahead of the curve in adopting newer technologies and those that are inundated with high volumes of support requests.

We find that as companies in industries like media and telecommunications, entertainment and gaming, and travel, hospitality, and tourism scale their customer service departments, they are subject to an incredibly high volume of requests. This indirectly forces them to find efficient ways to improve and scale their operations. Consequently, companies in these types of industries rely heavily on extracting insights from data to make adjustments and anticipate future customer service trends.

In industries like software, social media, and manufacturing, customer service departments are inherently tech-savvy, given the overall disposition of technically oriented industries. This inclination ensures that they lead with a data-driven approach, as opposed to it being an afterthought.

MOST DATA DRIVEN INDUSTRIES

Industry	Percentage
Entertainment and gaming	49%
Software	47%
Social media	46%
Manufacturing & computer hardware	44%
Travel, hospitality, & tourism	43%
Media & telecommunications	43%
Web applications	43%
IT services & consultancy	40%
Real estate	39%
Healthcare	38%
Retail	38%
Financial & insurance services	37%
Professional & business support svcs.	35%
Education	31%
Marketing & advertising	31%
Government & non-profit	29%
Web hosting	27%

SHOPIFY

Shopify is a commerce platform with the goal of providing a seamless support experience, no matter what department they need to reach or which channel they use to contact the company. A data-driven company, Shopify utilizes customer support data to set ambitious goals for their agents. They use the Zendesk data as a motivational tool that raises the standards for their customer service organization.

"Data is really important for our training and culture," said Richard Hall, Director of Revenue Operations. "We use our customer engagement data to see if we have improved, to identify what our customer team needs to work on, and to also see how we're doing across the industry."

ANALYTICS USAGE

37	8
REPORTS VIEWED PER MONTH	ACTIVE USERS

Q1 PERFORMANCE

18.6	6.2	81%
MEDIAN FULL RESOLUTION TIME (HRS)	MEDIAN FIRST REPLY TIME (HRS)	ONE-TOUCH TICKETS

http://docs.shopify.com/support

REPUBLIC WIRELESS

Republic Wireless wants to understand how its customers are engaging with support. "We need complete visibility into each ticket's life cycle, because every interaction is an opportunity to improve the customer's experience," said Doc Shufelt, Vice President of Operations, Republic Wireless.

Having the ability to see the life cycle of each ticket, as well as historical ticket data, helps Republic Wireless measure important metrics such as how many tickets have been created and how customer support interactions influence the engineering and product teams, giving a realistic view of the holistic impact and effectiveness of its customer support.

ANALYTICS USAGE

569
REPORTS VIEWED PER MONTH

Q1 PERFORMANCE

86.5%	2.2	49%
CUSTOMER SATISFACTION	MEDIAN FIRST REPLY TIME IN HOURS	ONE-TOUCH TICKETS

https://help.republicwireless.com

Methodology

For this report, we looked at the population of all customers who had an analytics project enabled and whose support data was successfully loaded into their account. We could think of many ways to measure "usage" of analytics for Zendesk, but settled on a metric called number of dashboard tab executions as our unit of analytics "use." A dashboard tab execution occurs when an analytics dashboard tab is opened in a browser and every report on the current dashboard tab is allowed to load. We felt this was a better measure of usage than number of reports created, for instance, because a dashboard tab execution represents somebody visiting a series of reports that were grouped together for a specific purpose. A company's number of dashboard tab executions is probably the best way to measure whether a company is critically examining their data, rather than simply creating reports, which may be tests or experiments that are not helpful to running the business.

Customers were sorted into two groups, high usage and low usage, based on their number of dashboard tab executions. If a company's total dashboard tab executions was above the median number, they were considered high usage; if below, low usage.

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