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Top 6 Help Desk Metrics That Matter

Why your CsAt is not enough to improve customer service

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Why you must track other help desk metrics to IMPROVE the customer experience

Improving your business's customer service means knowing how it's perceived and whether you're actually satisfying customers. The customer satisfaction score (CSAT) is a key metric to identify just that. This metric helps you measure something specific with just one question. For example, it can help you understand a customer's experience with the business in general, a given interaction, or a recent purchase.

What is the CSAT?

The CSAT is measured with a simple inquiry: "How satisfied were you with your experience?" The beauty of that question is how simple it is: Just like the Net Promoter Score (NPS), one question is more appealing and less intimidating to customers, so they're more likely to answer it.

This survey is best distributed right after a customer has an interaction with the business or took some kind of desired action. That way, the experience is still fresh in their mind and they can answer more honestly.

Why the CSAT isn't enough

While this metric is crucial to better understanding your customers, it's just not enough on its own to provide the insights you need to improve customer service as a whole. The CSAT is valuable, but it doesn't tell you enough about the why behind the number.

For example, you won't know answers to questions like:

- What touchpoints are causing an increase or decrease in the score?
- Where is a problem originating?
- What are tangible steps you can take to improve it?
- Which teams or individual employees are driving this number?

To get a better handle on these answers, you must examine additional help desk metrics that reveal more about your processes and systems. Only then can your metrics work together to improve the CSAT and complete customer experience.

These measures give you more VISIBILITY into CUSTOMER SERVICE PROCESSES and where you can do BETTER

To analyze the success of your help desk, you need the right metrics. You may need to set up new processes or use new platforms to track these metrics accurately and efficiently, but it will be worth it to have added visibility that enables positive change.

Here is a deeper look at six specific help desk metrics you should track and integrate into your practices:

1 CSAT

As mentioned, the CSAT, while not enough on its own, is still one of the most important metrics for measuring customer satisfaction. It is the gold standard for understanding how clients feel about you and your services at a given time.

2 TICKET SLA

Another crucial help desk component is the service level agreement (SLA). SLAs prove your value to clients while promising them a certain level of service. The key metrics for your SLAs are:

- **Average first response time:** Shows the time from ticket submission to the first response to the customer.
- **Average resolution time:** Measures the time from ticket submission to the first response + time in resolution plan status + time in resolution status. It does not include non-work hours (weekends or when the status is "waiting for customer response").

Other important SLA metrics to note are the number of resolved tickets and the number of resolved tickets set to escalation status.

3 TICKET COMPLETENESS

Your ticketing system helps you respond to client issues faster, collect important data, and improve both your processes and the customer experience overall. But, you need to make sure you're collecting the right ticket information. Here are metrics that will help you evaluate ticket completeness and thus effectiveness:

- **% of categorized tickets:** Percentage of tickets an individual or team has resolved during a specific time frame and categorizes by service type, subtype, and item.
- # of tickets resolved under "Type"
- # of tickets resolved under "Subtype"
- # of tickets resolved under "Item"

4 TICKET ESCALATION

When the team fails to hit the SLA, it is usually caused by:

- Incorrect triage
- Staff knowledge
- Undocumented processes or endpoints

Of course, in a perfect world, you would hit your SLA 100% of the time with zero escalations. But the world isn't perfect. Focus on these metrics to manage efficiency:

- **# of escalation tickets resolved:** Number of tickets that have a different resolved-by ID than responded-by ID.
- **# of tickets resolved without escalation:** Tickets with the same employee ID for responded by and resolved by.
- **% of tickets resolved without escalation:** Percentage of tickets resolved with the same employee ID for both responded by and resolved by.

These metrics will help you uncover how to resolve escalations and answer tickets without escalation. You will soon see your ticket escalations and resolution time decrease, and client satisfaction increase.

5 TICKET CONVERSION RATE

Always make sure to keep an eye on customer conversion rate. This tells you who is answering you or taking desired steps, and who isn't. This metric goes hand-in-hand with your CSAT and ticket conversion rate.

This data helps you compare how many customers are actually submitting tickets and whether the CSAT changes after you've had an interaction. If it goes down, you can quickly identify what could have been done differently. How could the ticket have been resolved in a more satisfactory manner? Was the response too slow? Was the process too lengthy?

Make sure you have a process in place to do things differently when the rate goes down. You should know which employees will take what steps and which business functions need to pivot.

6 Click-through rate

When you send out surveys to assess customer satisfaction, the click-through rate tells you how many people actually clicked on the survey, which you can compare to how many filled it out. This allows you to see how your messages are being received and if your approach is working.

STARTING A REWARDS AND RECOGNITION PROGRAM

A GREAT WAY TO USE HELP DESK METRICS TO DIRECTLY MOTIVATE EMPLOYEES

Tracking the help desk metrics we've discussed so far will get you started on the right path. But to ensure that you're continually improving customer satisfaction, an employee rewards and recognition program can help push you even further ahead.

According to survey data from the Society for Human Resource Management (SHRM) and Globoforce, 68% of HR leaders and practitioners believe that a recognition program positively affects employee retention, and most agreed that recognition helps create a positive workplace culture.

WHAT IS A REWARDS AND RECOGNITION PROGRAM?

Employees will be more engaged if they're recognized for reaching goals or excelling in their positions. They'll feel like they are working toward something on a daily basis. A rewards and recognition program brings in contests and friendly competitions among coworkers so they can compare their performance against other workers and set benchmarks.

These programs:

SHOW WORKERS THEY'RE APPRECIATED

IMPROVE MOTIVATION AND PRODUCTIVITY

INCREASE EMPLOYEE RETENTION

IMPROVE COMPANY CULTURE

Setting up your program doesn't have to be complicated. Create a set of goals for your program, set aside a budget for rewards, decide on a gift or perk employees will receive, and use a platform to help implement and track everything in one place.

HOW ARE THESE PROGRAMS RELATED TO HELP DESK METRICS?

The help desk metrics you track give you a perfect place to start your recognition initiative. For example, when a help desk worker is resolving a lot of tickets and avoiding lengthy escalations, that person could receive public recognition from the company and/or a bonus.

An employee rewards and recognition program works hand-in-hand with your help desk metrics to boost employee engagement, which quickly leads to improved productivity and greater customer satisfaction.

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Crewhu is the platform you need to start an employee rewards and recognition program and focus more on boosting customer satisfaction. You can easily create contests based on specific company goals and metrics, including those within the help desk. Track progress for teams with the simple dashboard and leaderboard features, and link key metrics to performance.

What's even better is that Crewhu has introduced a ConnectWise integration, which automatically links tickets to your Crewhu account. This means it's easier than ever to set up new contests for help desk metrics that keep employees engaged and customers happy.

Ready to learn more about Crewhu and our Connectwise integration?
Book a demo with our team today to get started.