



Freshservice

Benchmark

Report 2025

Uncomplicating IT, unlocking performance:
Data-backed insights for the AI era

 **Average Resolution Time**
21.96 hours

 **First Contact Resolution**
74.14%

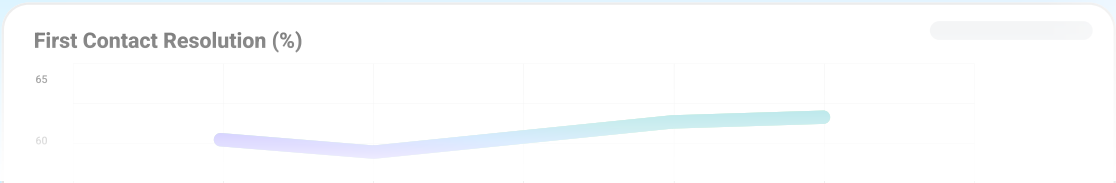
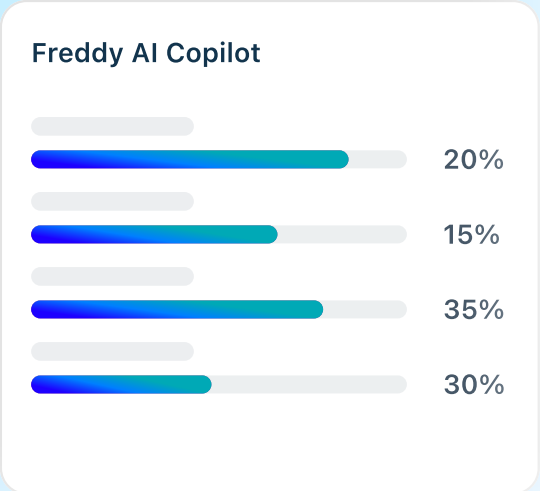
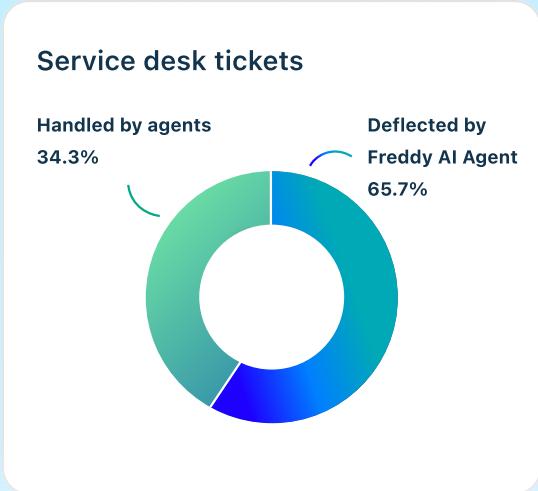


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Foreword

There's a moment of truth that happens thousands of times a day in every organization. An employee's laptop won't connect to Wi-Fi. The boardroom's TV monitor fails just as the CEO walks in. A password reset request sits unanswered while deadlines loom. These aren't just IT tickets—they're the moments where employee experience is made or broken.

We call this *"the last mile"* of IT service delivery. Much like how user interface design determines whether software feels intuitive or frustrating, the last mile is where employees actually experience your IT organization. It's where theory meets reality, where process meets people, and where technology either empowers or hinders human productivity.

The data in this benchmark report tells a compelling story about organizations wrestling with this last-mile challenge. What emerges isn't just a picture of current IT service delivery, but a roadmap for transformation that extends far beyond traditional support models.

1 Beyond the help desk mindset

For decades, IT leaders have operated under a simple premise: Fix what's broken, keep the lights on, and try to do it faster and cheaper each year. This reactive approach to employee experience has created what we might call the finite bottom line trap—always focused on cost reduction rather than value creation.



In our increasingly digital world, employee experience and technology experience have become inseparable.

But something fundamental is shifting. The role of IT leadership is expanding from service delivery to strategic partnership. Today's CIOs and IT directors aren't just keeping systems running—they're architecting the future of how work gets done. Legal teams need technology strategies for compliance automation. Sales teams require integrated platforms that eliminate friction—from prospect to close. HR organizations are reimagining everything from onboarding to performance management through digital transformation.

This isn't about IT departments becoming consultants. It's about recognizing that in our increasingly digital world, employee experience and technology experience have become inseparable.

2 The AI promise and the foundation reality

No conversation about the future of employee experience can ignore artificial intelligence. The promise is intoxicating: intelligent assistance, predictive problem resolution, automated workflows that eliminate mundane tasks. The potential to transform how employees interact with technology is real and unprecedented.

But organizations trying to *AI their way out* of broken systems are setting themselves up for more spectacular failures. You cannot build sustainable AI-enhanced employee experiences on foundations of fragmented tools, inconsistent processes, and poor data quality. The most sophisticated machine learning algorithm is only as good as the system architecture supporting it.



Organizations trying to AI their way out of broken systems are setting themselves up for more spectacular failures.

This doesn't mean AI should be ignored—quite the opposite. It means that successful AI implementation in employee experience requires what we call "intelligent subtraction." Before adding AI, organizations must simplify, streamline, and clarify. The companies winning with AI in employee experience aren't those with the most AI tools; they're those who simplified first, then strategically applied intelligence where it creates the most human value.

3 The power of subtraction and unification

While struggling organizations accumulate point solutions for every problem, leaders in employee experience are practicing "intelligent subtraction."

This isn't about cost-cutting for its own sake. It's about recognizing that complexity itself has become the enemy of great employee experience. Every additional tool creates integration challenges. Every new process introduces potential friction points.

The mathematics of complexity compound exponentially. But so does the value of simplification. Organizations that have mastered the art of strategic subtraction—by choosing unified platforms offering multiple capabilities, but with a consistent experience at the data, structure, and interaction layers—don't just reduce costs, they unlock speed, reliability, and innovation capacity that competitors cannot match.

- **What this report reveals**

The benchmark data you'll explore in the following pages doesn't just capture the current state of IT service delivery. It illuminates the path forward for organizations ready to transform employee experience from an operational necessity into a competitive advantage.

You'll identify capabilities making the biggest difference to employee experience. You'll discover strategies that correlate with improved business outcomes, not just better IT metrics. Most importantly, you'll find practical guidance for making the cultural and operational shifts necessary to thrive in an AI-enhanced future of work.

“

You'll discover strategies that correlate with improved business outcomes, not just better IT metrics.

The future of work is being written in the last mile of IT service delivery. The question isn't whether your organization will adapt to this reality—it's whether you'll lead the transformation or be swept along by it.



By **Ashwin Ballal**

Chief Information Officer, Freshworks

CHAPTER ONE

Executive summary and **key findings**

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AI isn't coming. It's already here—and working wonders

In 2020, IT teams were firefighting. In 2022, they began automating. By 2024, AI had stepped in—but cautiously, quietly. Now, in 2025, there's no more waiting. **AI has arrived in IT service management**, and it's not just disrupting. It's delivering.

Welcome to the **Freshservice Benchmark Report 2025**, our most expansive and data-rich report yet. Analyzing over **187 million tickets from IT and business teams across 10,743 organizations and 118 countries**, we've captured how the most forward-looking IT teams are transforming service management as we know it.

But before we get into charts and KPIs, let's talk about **what's really shifted**.

1 From hype to habit, reliable AI is driving change

The rise in AI adoption isn't just about chasing innovation, it's about solving real, persistent problems. From deflecting routine tickets to drafting contextual replies and surfacing relevant knowledge, AI is showing up—*reliably*—where it matters most: in the flow of work. Much of this momentum can be attributed to the Freddy AI Trust Framework, which puts safety, privacy, security, traceability, and controls at the core of every AI interaction.

And this shift isn't limited to Freshworks. The tides are turning across the industry. According to the latest [McKinsey Global Survey for AI](#), 65% of respondents now report regular use of generative AI—nearly double the figure from early 2024.

2 Automation isn't the headline anymore, it's the baseline

A few years ago, automation set leading teams apart. Today, it's expected. Workflows, integrations, SLAs, and priority matrices—once considered advanced—are now the foundation of modern service management. And with that shift, the conversation has evolved from "Should we automate?" to "How much *more* can we automate?"

3 ITSM isn't just IT anymore, it's the OS for better business

What started as a solution for IT teams is now powering service delivery across the enterprise as Enterprise Service Management (ESM). The shift isn't just operational, it's cultural. Non-IT teams such as finance, HR, legal, and operations—also known as business teams, comprised of business agents—are embracing the same principles of service excellence that transformed IT: structured workflows, intelligent routing, and outcome-focused metrics, and they are seeing the same payoffs that our benchmark data shows for IT. What was once a technology built for IT is now becoming the operating system for internal service delivery.

And now, the numbers. They're notable.

For the first time in the five years we've been benchmarking, we've seen **record performance across every core KPI** in IT service management:



21.96 hrs

Average resolution time
(ART)



9.36 hrs

Average first response time
(AFRT)



15.8 hrs

Average first assign time
(AFAT)



74.14%

First contact resolution (FCR)



96.16%

Resolution SLA

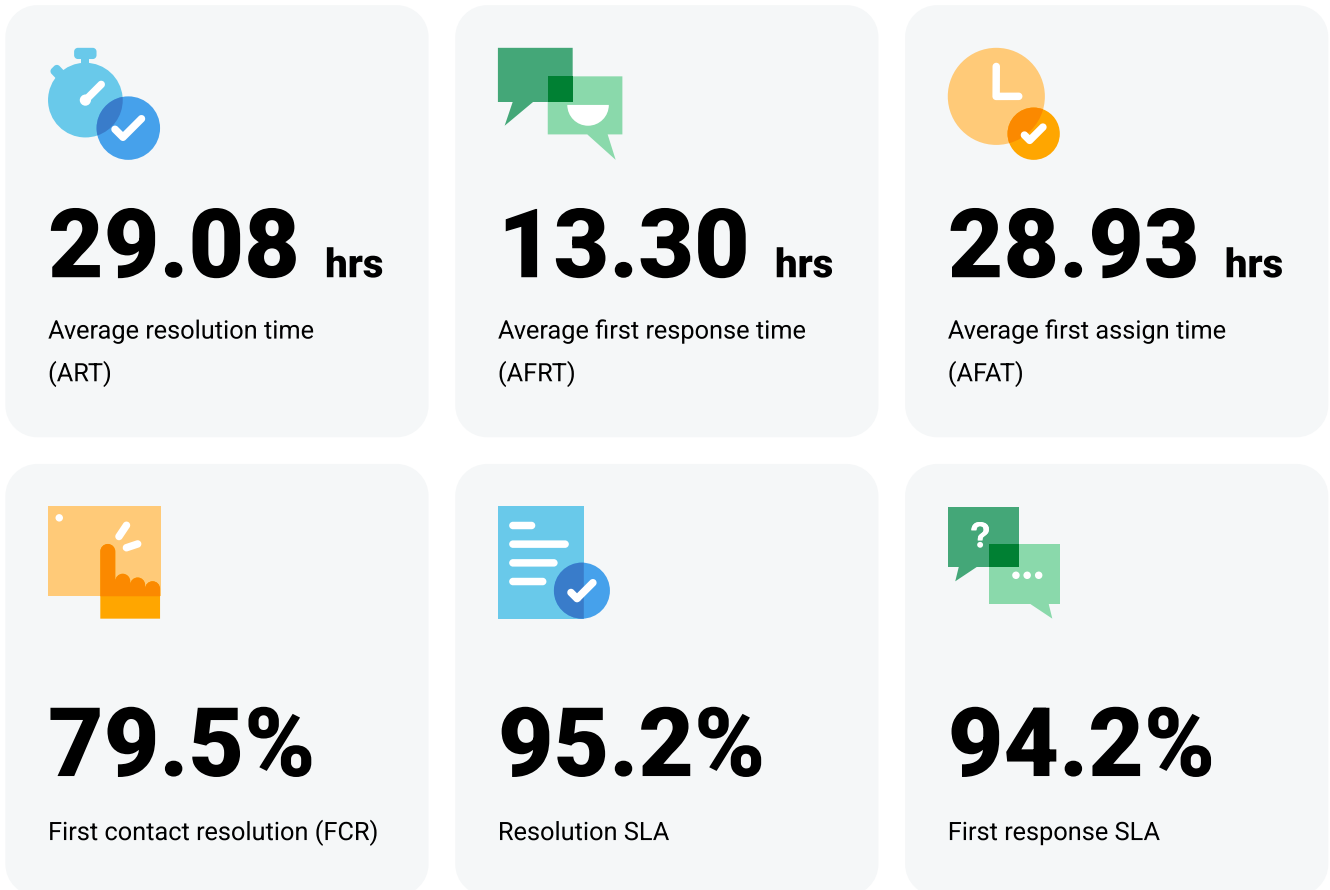


95.99%

First response SLA

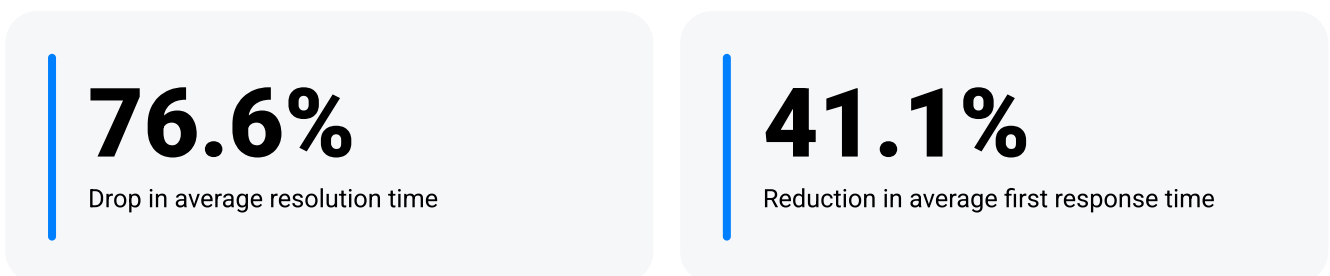
Enterprise service management accelerates momentum

For the **first time** since we began benchmarking in 2021, we've created a **separate benchmark** for tickets from **business teams**. Interestingly, the metrics for these tickets closely follows IT tickets—suggesting that the same efficiency-boosting features IT teams have been enjoying with Freshservice for years, translate equally well to business teams:



AI is already making rapid impact

Remember when AI was a “nice to have” or a talking point at conferences? Not anymore. For organizations using **Freddy AI Copilot**, Freshworks’ AI assistant, the benefits are tremendous¹:



¹ As compared to other tickets handled manually without AI.
Freshservice Benchmark Report 2025

And with **Freddy AI Agent**, Freshworks' AI powered virtual agent, the impact is even more staggering:

65.7%

Ticket deflection rate

431,270 hrs²

Agent time saved – across IT and ESM

² Estimate based on the total deflected conversations across customers.

Freshservice is giving customers best-ever results:

- **Customer satisfaction (CSAT) for IT and business teams** is at an all-time high: **97.83%**
- **Average resolution time (ART) for IT tickets**, the gold standard of service speed, has dropped to just **21.96 hours**
- **First contact resolution (FCR) for IT tickets** climbed to **74.14%**
- **SLA adherence of IT tickets** for both resolution and response at record levels
- Even metrics like **average first assign time (AFAT)** and **average first response time (AFRT)** show a consistent downward trend, signaling more efficient team operations and faster customer engagement.
- **First contact resolution for business teams** surpasses IT (**74.14%**) at a whopping **79.5%!**
- And, hold your breath, **Freddy AI Copilot** has more than doubled the drop in **average resolution time (ART) since last year: from 34.58% to 76.6%!**

ITSM Benchmark over the years...

And how ESM teams are seeing the same successes

 HIGHEST

Year	CSAT (%)	ART (Hrs)	AFRT (Hrs)	AFAT (Hrs)	FCR (%)	SLA Resolution (%)	SLA Response (%)
2021	96	29.57	11.94	19.85	71	93	93
2022	96.9	22.56	10.15	13.32	70	94	93
2023	97.4	25.60	10.73	16.95	72	95	94.8
2024	97.4	24.15	10.82	17.47	73.9	95.7	95.5
2025	97.83	21.96	9.36	15.80	74.14	96.16	95.99
2025 ESM Benchmark	97.83	29.08	13.30	28.93	79.5	95.2	94.2

Three powerful takeaways from this year's data

- 1 IT service management [best practices](#), when consistently applied, deliver measurable performance gains over time. The data proves it.
- 2 Extending these proven practices beyond IT to functions like HR, finance, and facilities isn't just a logical next step; it's a strategic advantage. IT's performance metrics offer a reliable starting point, and **this first ESM benchmark gives business teams an inspiring preview of the gains they can expect.**

As we move into measuring **XLAs—experience level agreements** that will measure how employees feel, how smoothly their work flows, and how IT enables them to be productive and satisfied—understanding the nuances of measuring enterprise service management will only become more refined.

- 3 Weaving **AI** into **enterprise-wide workflows** to empower both employees and agents is no longer an experiment. **It's happening. It's delivering.** And the companies doing it will keep pulling ahead. Plus, organizations leveraging knowledge base insights³ would likely see an improvement in knowledge base quality for next year, creating a virtuous cycle of better self-service, increased deflections, and higher employee satisfaction.

What this means: A sea change in IT service delivery

In a landscape where every IT leader is being asked to **do more with less**, these gains feel less like a win and more like a lifeline. Gone are the days of bloated tools, long implementation cycles, or endless customization. The data is clear: **Efficiency now comes from eliminating complexity, not adding more of it.**

And the heroes of this shift? They aren't magic platforms or buzzword technologies. They're teams who embraced:

- **People-first AI** that amplifies productivity, not replaces it.
- **Workflows that actually work**, not systems that require workarounds.
- **Enterprise-grade tools** that don't behave like legacy bloatware.
- And most importantly, a mindset that says, **"Let's uncomplicate this."**

At Freshworks, we believe **complexity is the enemy of service efficiency**. For too long, IT teams have been handed tools that looked powerful on paper but created friction in practice. Every hidden cost, every unadopted feature, every extra step—it all adds up to one big slowdown.

This year's benchmark report confirms what we've always stood for:

- 1 Uncomplicated solutions deliver unmatched results.
- 2 Real impact isn't measured in quarters, it's visible in weeks.
- 3 Innovation means making things easier, not more layered.
- 4 AI isn't a replacement for people, it's a multiplier of potential.

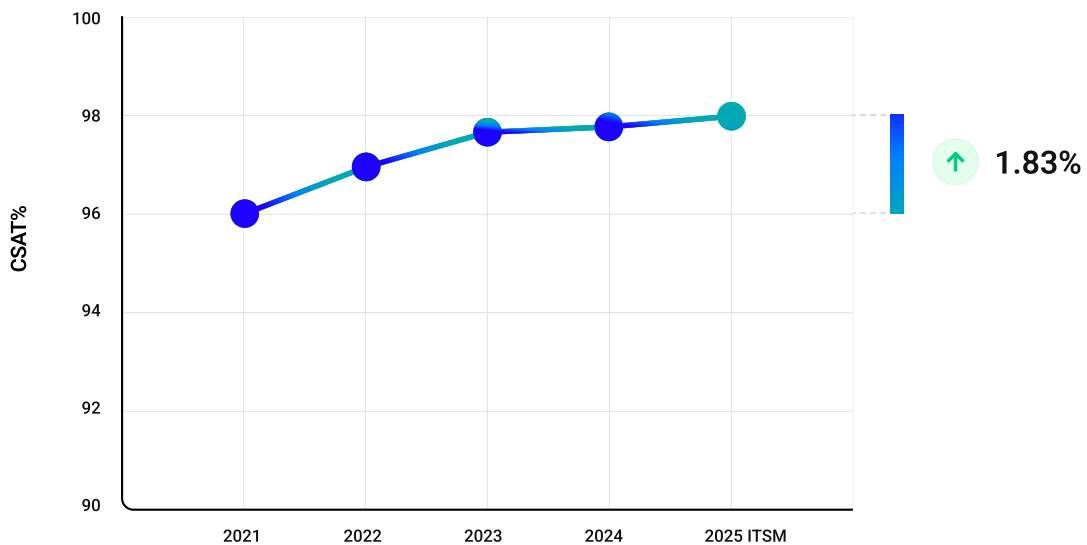
³ Knowledge Base Insights – currently in a closed beta – allows you to find questions that need knowledge creation to promote self-service and improve deflection.

IT teams and business teams who embraced this ethos didn't just improve KPIs. They improved outcomes. Faster service, happier employees, more predictable delivery, lower ticket volumes, and yes, **real ROI today, not someday.**

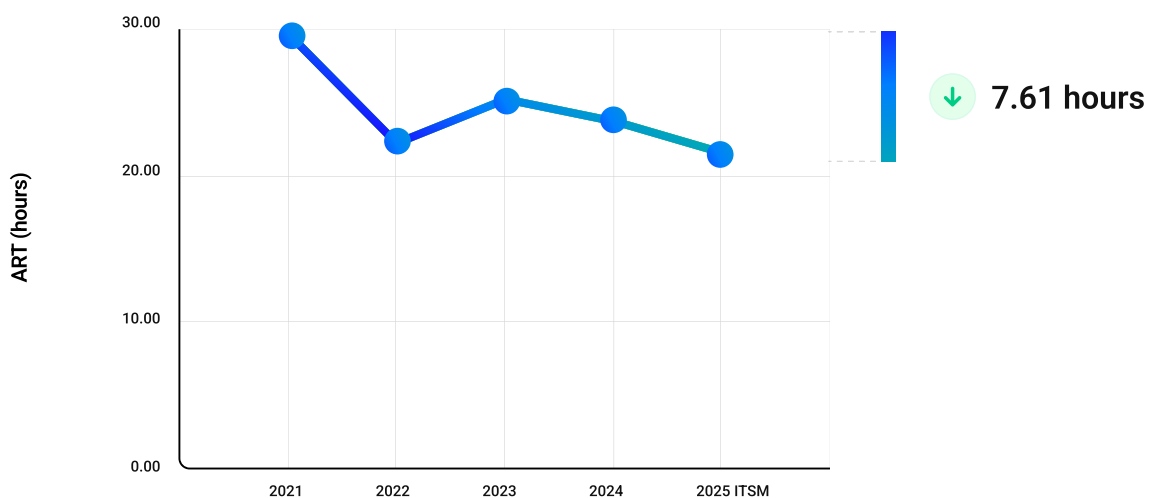
The bottom line?

If your service delivery still feels heavy, complex, or slow, it doesn't have to be that way anymore. The playbook has changed. The results are in. The future of ITSM is here, easier, faster, and more human than ever.

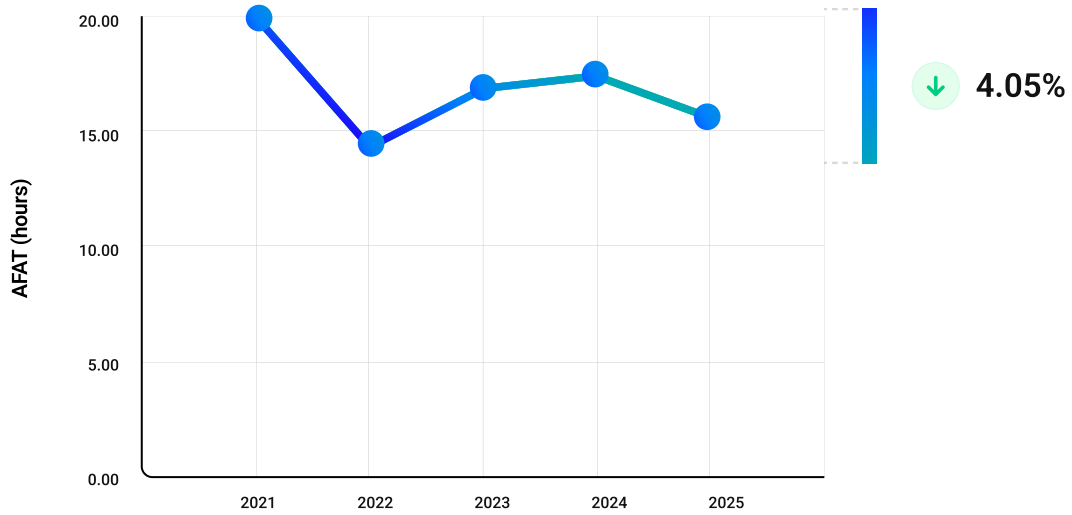
Customer satisfaction (CSAT) trend over the years



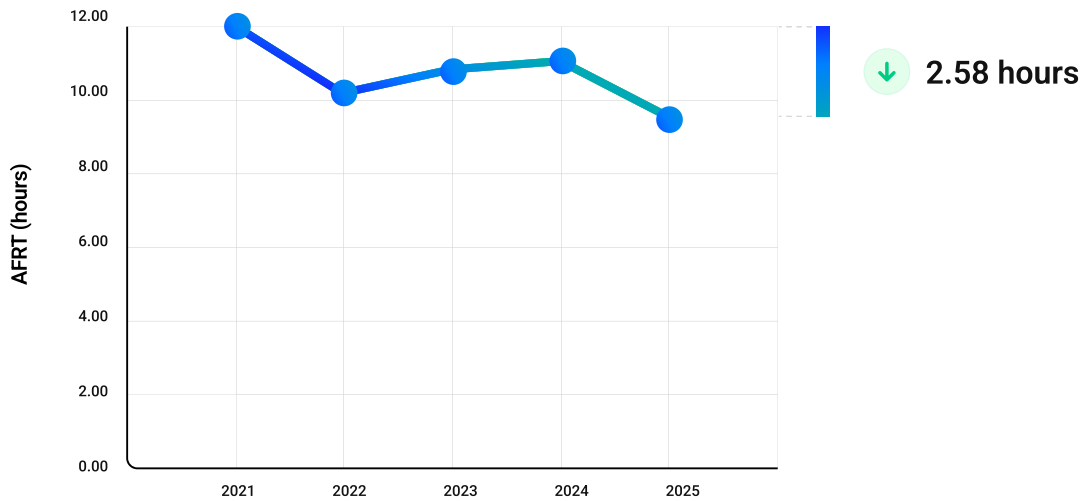
Average resolution time (ART) trend over the years



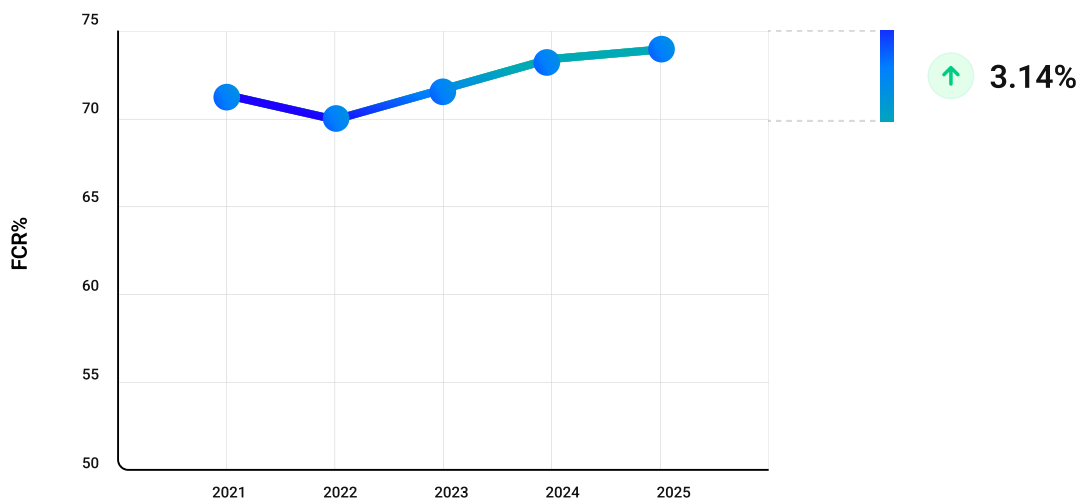
Average first assign time (AFAT) trend over the years



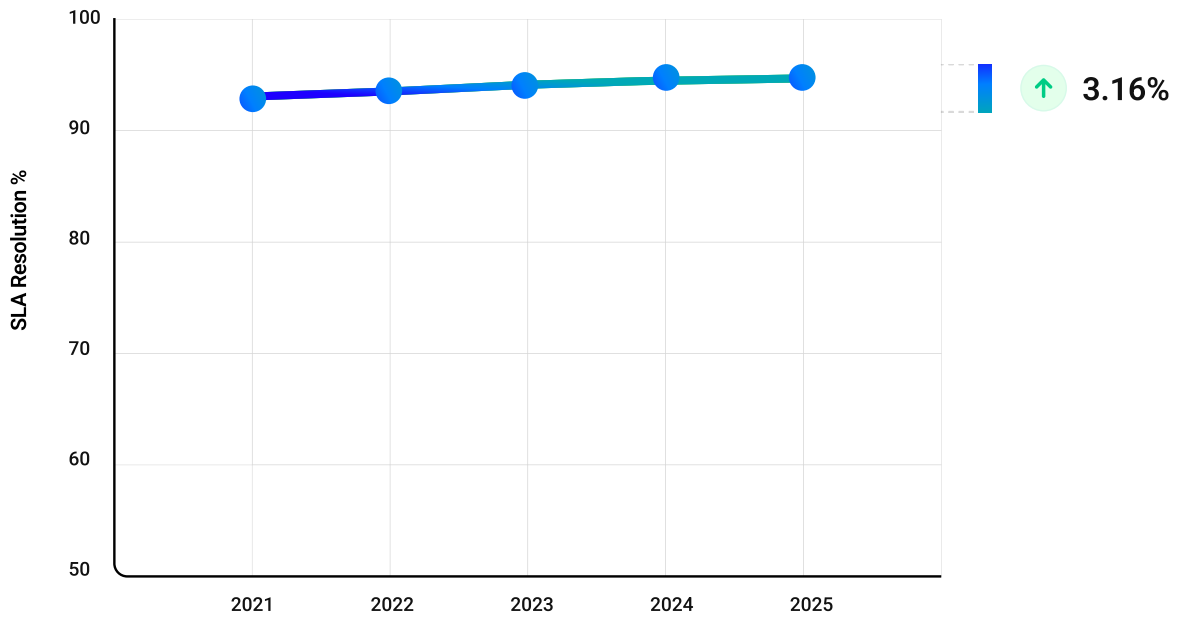
Average first response time (AFRT) trend over the years



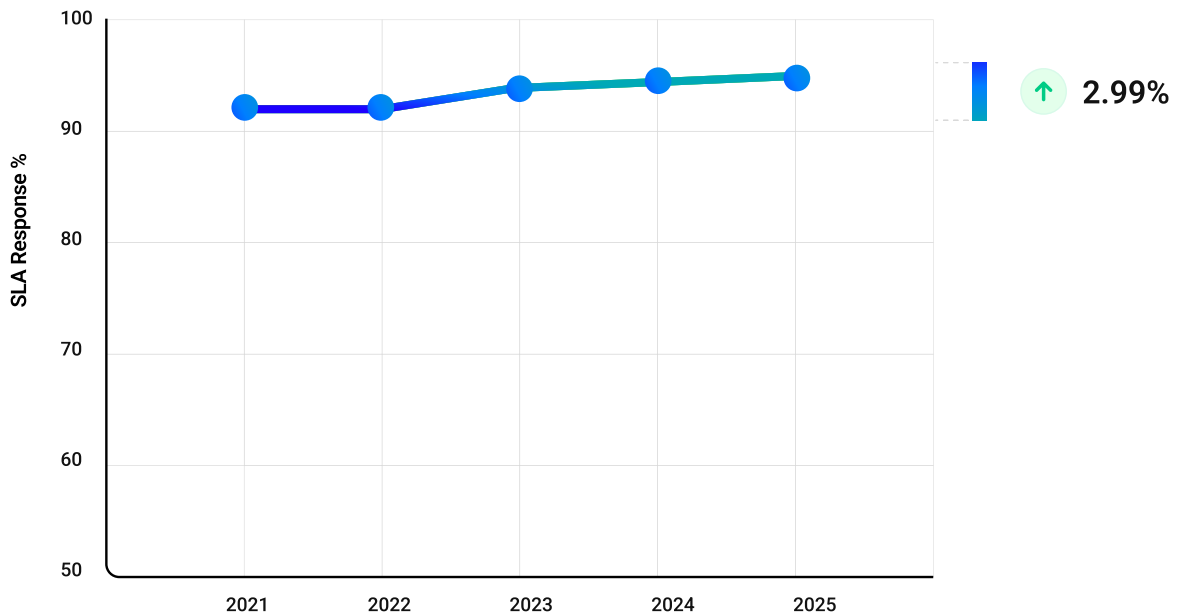
First contact resolution (FCR) trend over the years



SLA resolution trend over the years



SLA response trend over the years



CHAPTER TWO

Key takeaways from the **FBR 2025**

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1 Meet Freddy AI: Force multiplier

Organizations saw a **76.6% drop in resolution time** and a **41.1% improvement in first response time** for tickets resolved using **Freddy AI Copilot** as compared to other tickets handled manually without AI.

And with **Freddy AI Agent**, the impact is even more staggering: **65.7% of tickets were deflected**⁴. Across all customers considered, Freddy AI Agent saved a total of **431,270 hours** of agent time⁵—equivalent to almost **49 years** of cumulative work.

⁴ The monthly average deflection for the active accounts on Freddy AI Agent. This covers only the conversations that were via Freddy AI Agent, and doesn't represent overall ticket deflection across other channels like Email, Portal etc.

⁵ The annual time saving was calculated by taking the total deflected conversations by AI for each account multiplied by the average ticket resolution time for that account.

2 Automation: The quiet hero

Teams that deployed **50+ workflows** reported the **highest first contact resolution (77.19%)** and significantly faster ticket handling.

Even better? Every customer segment—small & medium businesses, mid-sized organizations, enterprises—saw measurable improvements in FCR and ART with deeper automation.

3 What's the best channel? Depends on what you need.

- Need instant answers? **Phone** wins on FCR at **91.23%**.
- Prefer real-time chat? **MS Teams/Slack** has the **fastest assignment time at just 4.16 hours**.
- Still relevant! **Email**, offering the **lowest AFRT (8.2 hours)** across the board.

In 2025, it's not about "which channel is best," but **how intelligently each is leveraged**.



76.6%

Drop in resolution time



77.2%

First contact resolution



4.16 hrs

Average first assignment time on MS Teams/ Slack

4 The IT ecosystem is expanding: Enter ESM

2025 isn't just about ITSM.

- On an average, for every 14 IT agents, there are now **10 business agents** using Freshservice to manage internal service delivery across HR, finance, facilities, and other departments demonstrating healthy adoption.
- These teams aren't just participating, they're thriving, with **first contact resolution rates of 79.5% (comparable to ITSM)**.



10:14

Ratio of business agents
to IT agents

5 ITAM: The new treasure chest for business value⁶

- With **70% adoption**, ITAM is becoming a strategic pillar.
- Customers saved over US\$53.6 million by identifying unused licenses and redundant software.
- In high-pressure environments, teams with ITAM resolve incidents **8.28% faster** on average.



\$53.6M

Savings by identifying unused
licenses

⁶ ITAM adoption for the time period covers Managed Assets capability.

What this means for you: Free your team

Whether you're a CIO focused on cost efficiency, an IT manager chasing faster resolutions, or a CHRO obsessed with great employee experience, one thing is clear:

The future of service management isn't on the horizon. It's here, and it's already changing the way work gets done.

It's AI-powered. It's automated. It's cross-functional. And it's not about replacing your team. It's about **freeing them up** to pursue higher order, and hence fulfilling, tasks.

CHAPTER THREE

Data set and methodology

The FBR 2025 collected customer data from **187+ million** unique tickets from **10,743 organizations** of all sizes across **118 countries**, from **January to December 2024**. This data was further segmented for purely IT tickets and ESM tickets. **IT tickets** amounted to **157,750,405 from 10,551 organizations**, while **ESM tickets** amounted to **18,567,418 from 1,749 accounts**. The tickets were not filtered by business hours, weekdays, or statuses.

We've used the most common denominator—the industry-wide definition—of all metrics. The data set was chosen to create an adequate representation of Freshworks customers' experiences across industry, region, and organization size and, most importantly, to **maintain the anonymity of data**.

Based on data from



14 industries⁷



118 countries



10,743 organizations



187M+ tickets

⁷ Industry data is derived from third party industry tools.

CHAPTER FOUR

The **7 KPIs** of service management

In service management, what gets measured gets improved, but not every metric moves the needle. With dashboards overflowing with data, it's easy to lose sight of what really matters. That's why the Freshservice Benchmark Report 2025 zeroes in on seven essential KPIs: the ones that consistently signal service efficiency, team performance, and business impact.



What gets measured gets improved, but not every metric moves the needle.

These metrics aren't just industry standard. They're field-tested by thousands of organizations around the world, and validated across regions, industries, and company sizes. Each KPI in this report represents a composite industry benchmark, based on median performance globally.

Whether you're running IT for a global enterprise or scaling service delivery for HR, finance, or operations at a fast-growing midmarket firm, these are the numbers that matter most.

Table 1: The 7 key performance indicators of IT service management

#	Metrics (KPIs)	Freshservice benchmark 2025 for IT tickets	Freshservice benchmark 2025 for business teams	Direction of positive change/impact	Definition
1	Customer satisfaction (CSAT) ⁸	97.83%	97.83%	Higher the better	How satisfied end users/customers are with IT services.
2	Average resolution time (ART)*	21.96 hours	29.08 hours	Lower the better	Time taken to completely resolve requests and/or issues.
3	Average first response time (AFRT)*	9.36 hours	13.3 hours	Lower the better	The time for an initial response after an end user makes the request.
4	Average first assign time (AFAT)*	15.80 hours	28.93 hours	Lower the better	The time for incoming tickets to be assigned to an agent or a group. (Also known as "in-queue time.")
5	First contact resolution (FCR)	74.14%	79.53%	Higher the better	Percentage of tickets resolved within the first interaction with the end user.
6	Resolution SLA rate	96.16%	95.22%	Higher the better	Percentage of tickets resolved within the service-level agreement.
7	First response SLA rate	95.99%	94.24%	Higher the better	Percentage of tickets for which agents have initiated a first response within the service-level agreement.

⁸ Customer satisfaction score calculated cumulatively across IT and non-IT tickets.

*All hours are in business hours except for the average first assign time (AFAT), which is in calendar hours. AFAT is calculated as the difference between the time a ticket was created and the time it was first assigned to an agent or group.

Track what matters. Improve what counts.

CHAPTER FIVE

**Empower
employees. Multiply
agent impact. All
with people-first AI.**

AI isn't on the horizon, it's already powering better service experiences, quietly and effectively. From deflecting tickets to drafting replies, AI is helping IT teams and business teams do more with less, without cutting corners. Its two avatars, Freddy AI Agent for employees and Freddy AI Copilot for agents, create an intelligent layer of support across an organization, elevating the overall employee experience.



Because of the Freddy AI virtual bot [Freddy AI Agent], we could deflect 65% of the tickets. Copilot is helping us be consistent and accurate with the resolution description. It saves 200 hours per month. Insight/analytics is helping to find the gaps and fix them so that Freddy can further improve.

Shalindra Singh

Director of Enterprise Applications, Five9

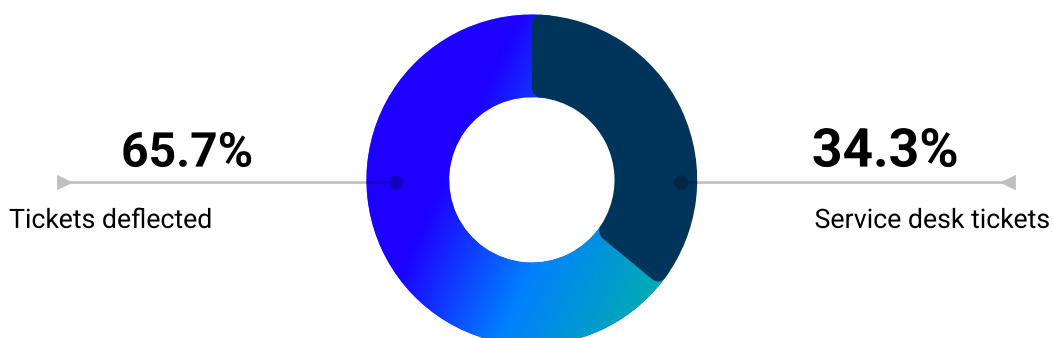
5.1 Freddy AI Agent: Self-service that actually serves employee needs

Today's employees don't want to fill out forms or chase ticket numbers. They want fast, conversational support right inside tools they already use like Microsoft Teams and Slack. That's exactly what Freddy AI Agent delivers.

Our genAI-powered AI agents understand intent, speak in natural language, and resolve issues round the clock. AI agents don't just deflect tickets, they unlock time. For employees, that means quicker, easier help. For IT teams, it means fewer repetitive queries and more focus on complex work.

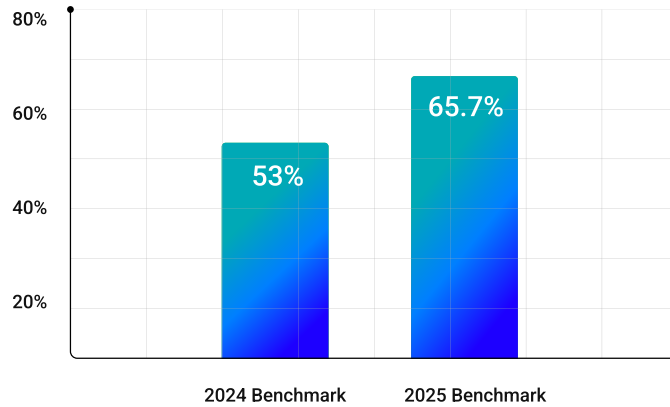
- Organizations using Freddy AI Agents report deflection rates as high as **65.7%**. That's nearly two-thirds of queries handled instantly, without human intervention.

Freddy AI Agent powered ticket deflection



- This deflection rate is also **12.7% points higher** than the preceding year's 53% rate, a substantial improvement.

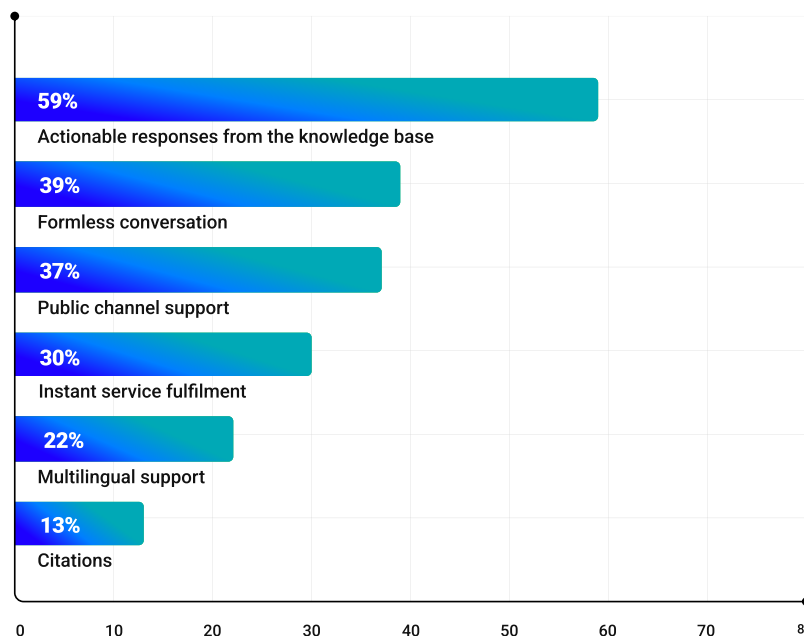
Increase in ticket deflection



Most beneficial feature? Actionable responses from the knowledge base

When employees raise a query, Freddy AI Agent searches across native and third-party knowledge bases (like SharePoint), and refers to employee data to deliver **personalized, actionable responses**. By maintaining an ongoing conversation, Freddy AI guides users through resolution, ensuring a seamless and efficient support experience. Among all its capabilities, this feature is rated the most helpful. Close behind are **formless conversations**—offering human-like, natural language assistance with tailored responses—and **support via public channels** like Microsoft Teams and Slack.

Which feature of Freshservice Freddy AI Agent do you find most beneficial?





Simpler queries are answered through Freddy AI Agent instead of a human agent, thus saving their time. Trigger automation set in the background through Orchestration for service ticket fulfillment saves turnaround time for ticket resolution and agent

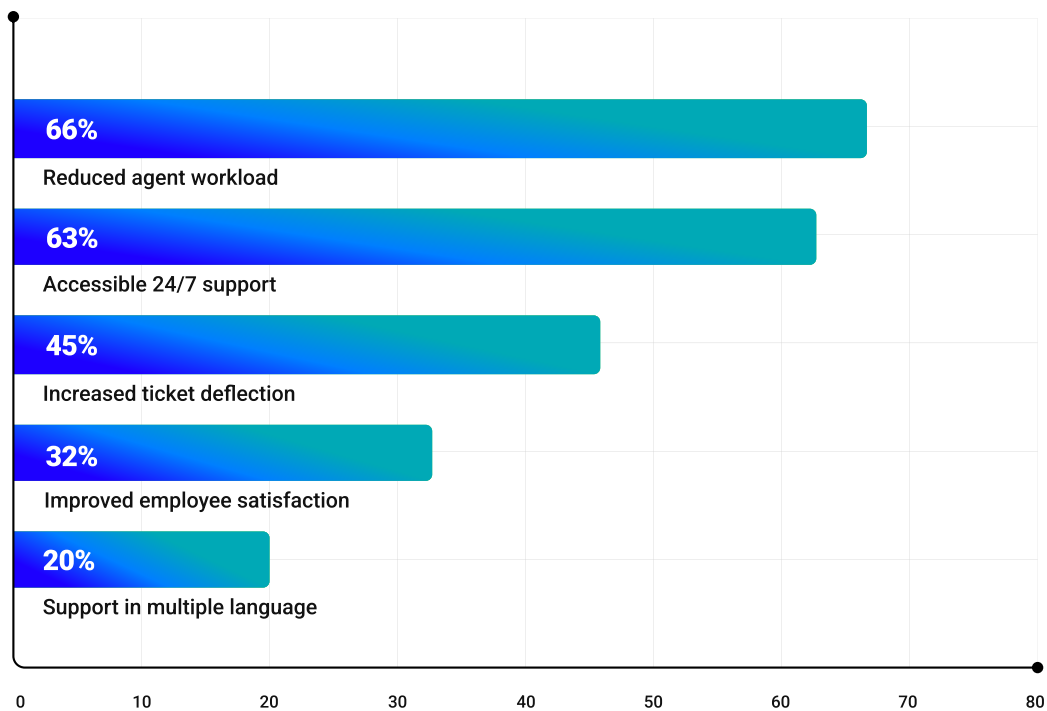
Siddhartha Deb

Project Manager, Kent

Biggest benefit for front-line support? Reduced agent workload

Freddy AI Agent significantly **reduces support staff workload** by enabling secure, rapid deployments, creating a unified support hub within collaboration channels, and autonomously handling high-frequency employee queries. This capability emerged as the most beneficial among users, with **24/7 accessible support** ranked a close second. Notably, **increased ticket deflection** was also cited as a key outcome, underscoring the agent’s impact on service efficiency.

What benefits do you see in having Freshservice Freddy AI Agent manage front-line support?





The Freddy AI Agent has positively impacted my service experience by providing quick responses, especially for basic inquiries. It has reduced response times significantly, improving efficiency and saving time. For example, what used to take 5-10 minutes to resolve with a human agent can now be addressed in under 2 minutes using Freddy.

Lama Salloum

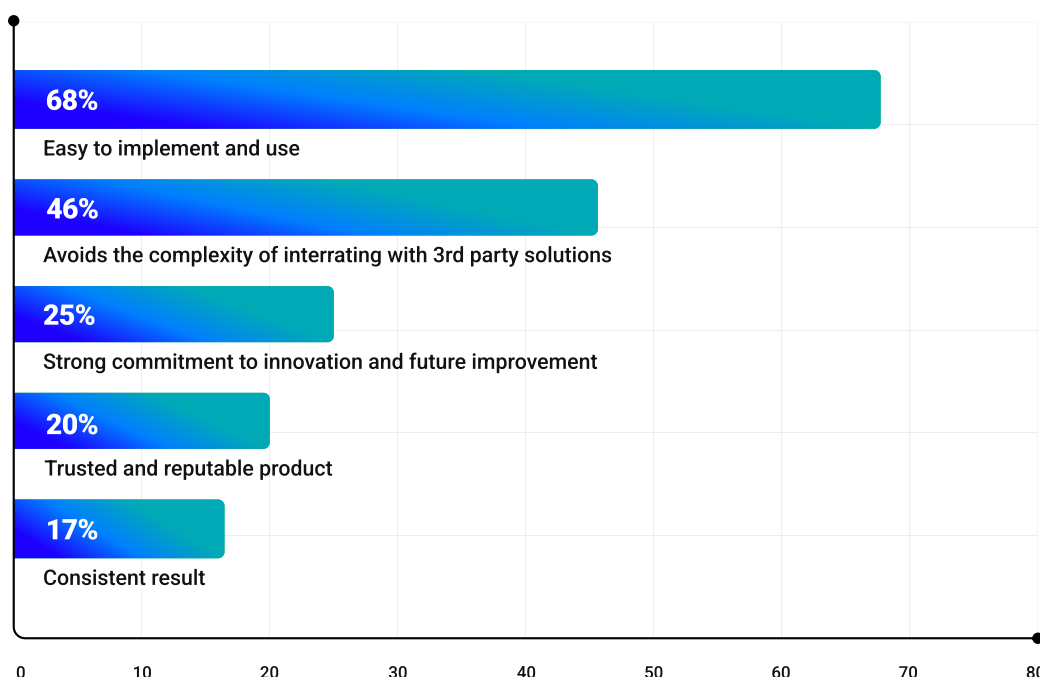
Engineer, Mawarid Holding

What sealed the deal? Not just ease of use, but streamlining the tech stack

Customers choose Freddy AI Agent for its ability to deliver value from day one, without the need for complex training. Purpose-built with domain awareness, it extends beyond IT to support HR, finance, and workplace functions. By integrating seamlessly with workflow automation, native and third-party knowledge bases, and the service catalog, it enables zero-touch support across diverse employee needs.

The ease of integration with third-party solutions emerged as the second most-cited reason for adoption, reinforcing its appeal as a low-friction, high-impact solution.

Why did you choose Freshservice Freddy AI Agent?



5.2 Freddy AI Copilot: Bestow agents with superpowers

The pre-AI problem: Behind every great service desk is a team of overworked agents. But great support shouldn't require burnout. With Freddy AI Copilot, organizations are scaling service quality not by replacing talent, but by amplifying it. Plus, they are improving employee satisfaction, reducing busywork, and delivering real ROI.



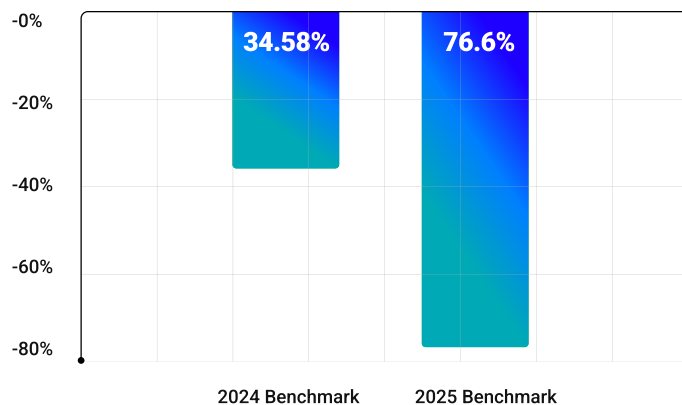
The pre-AI problem: Behind every great service desk is a team of overworked agents.

With Freddy AI Copilot—a reliable sidekick—agents get smart suggestions, automatic ticket summaries, help article drafts, and more, right when they need them. The result? Faster resolutions, fewer repetitive tasks, and a team that stays sharp and motivated.

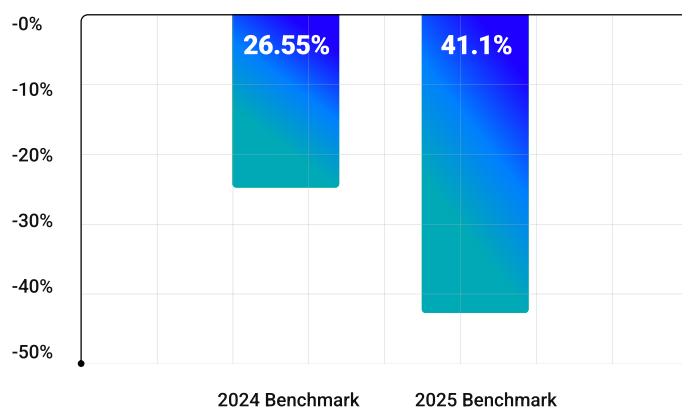
💡 Proof points

- As compared to tickets that were handled manually without AI, teams using **Freddy AI Copilot** saw **76.6% faster resolution times**, up from 34.58% last year.
- **First response time** dropped by **41.1%**, a significant jump from 26.55% last year.

Improvement in resolution time by 42.02% points



Improvement in response time by 14.55% points

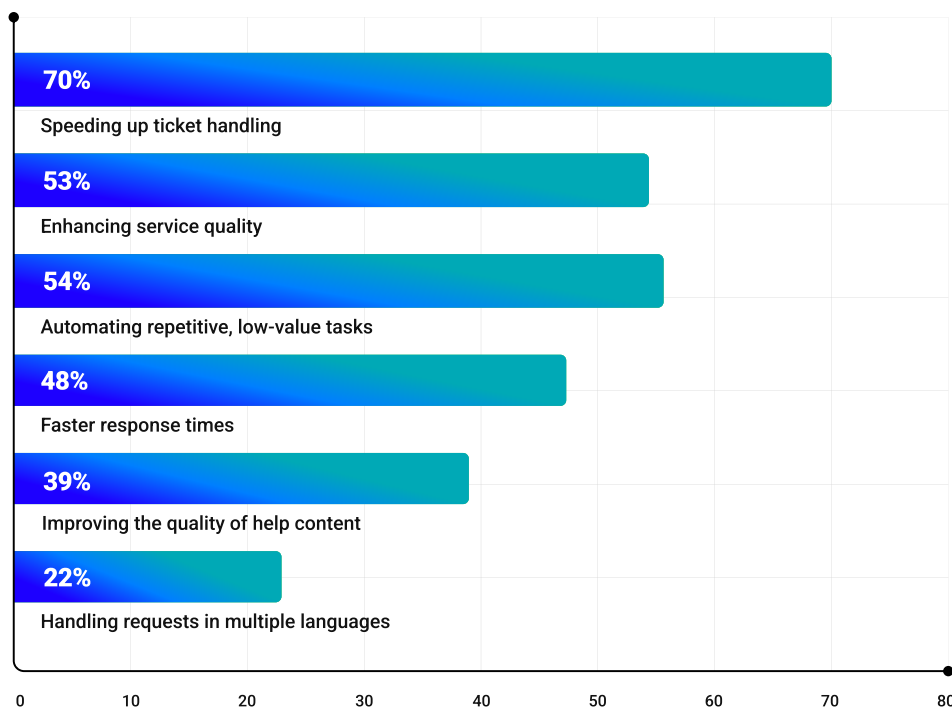


Biggest benefit? Speedy ticket handling

A whopping **70%** of users love Freddy AI Copilot's ability to speed up ticket handling, while **54%** see value in automating repetitive, low-impact tasks. Another **53%** report improved service quality, thanks to Freddy's ability to guide agents with real-time insights and consistent responses.

Embedded within Freshservice, Freddy eliminates complexity and boosts operational efficiency, enabling teams to focus on high-value work and deliver faster, more reliable support across the organization.

What benefits do you see from having Freshservice Freddy AI Copilot assist your agents?



"The use of AI tools like **Freddy AI Copilot** and **Freddy AI Agent** significantly enhance the performance of service teams. Key impacts include:

Increased efficiency: Reducing average handling time by 40-50%.

Improved customer satisfaction (CSAT): Boosting satisfaction scores by 10-15% with quick, personalized responses.

Cost reduction: Saving up to 30-40% in operational costs.

Self-service: Achieving resolution rates of 70-80% without human intervention.

Faster resolution times: Reducing resolution speed by over 30%."

Technology Leader

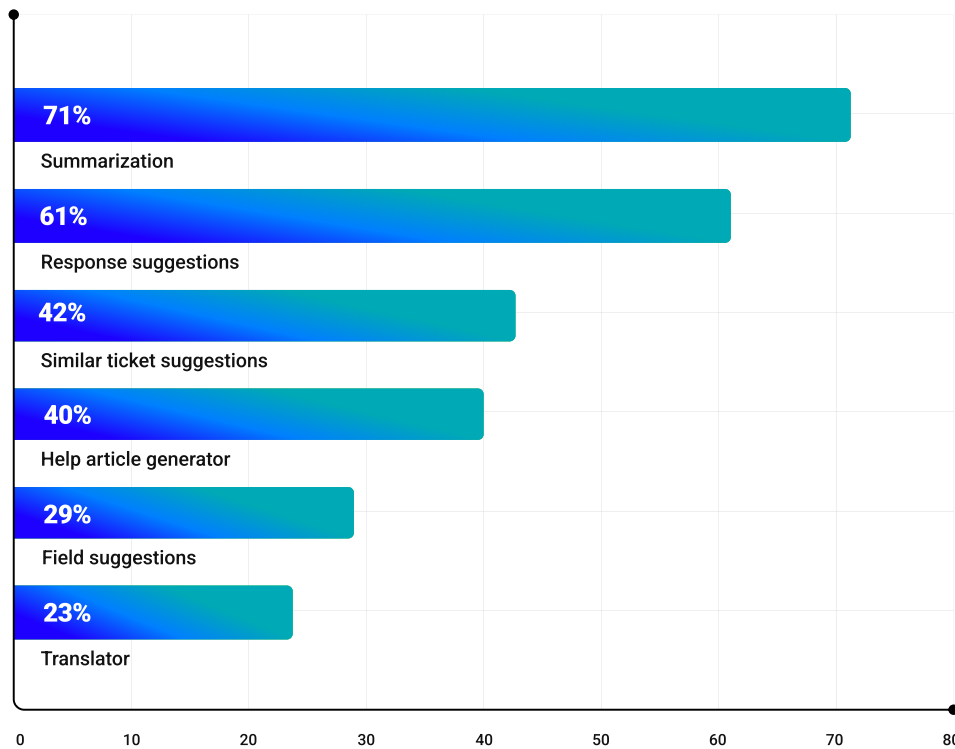
Medium enterprise internet software & services company

Most beneficial feature? Summarization!

Freddy AI Copilot accelerates agent productivity with smart, real-time support. A majority of users (**71%**) cite summarization as the most valuable feature. It helps agents quickly grasp ticket context without reading through long threads. And **61%** find response suggestions especially useful, enabling faster, more consistent replies.

Additionally, **42%** rely on similar ticket suggestions to surface past resolutions and handle recurring issues with confidence. Together, these features reduce cognitive load, improve response accuracy, and drive faster resolutions, making Freddy AI Copilot a *true assistant*, not just a tool.

Which features of Freshservice Freddy AI Copilot do you find most beneficial?



"By having Freddy AI Copilot, we agents can easily summarize ticket trails and instantly find similar tickets, which helps us resolve current tickets. It is also very helpful when creating solution articles based on historical data and sources on the web."

Raymond Canilao

Knowledge Management Lead, CDO Foodsphere

CHAPTER SIX

Scale, extend, excel

6.1 Automation that unclogs workflows, and makes rapid impact

The most effective service teams today are working smarter, with automation doing the heavy lifting behind the scenes.

Workflow automation replaces repetitive, time-draining tasks with seamless, scalable processes. The result? Agents reclaim their time for more strategic work, service desks run smoother, and IT teams can focus on what really moves the business forward.

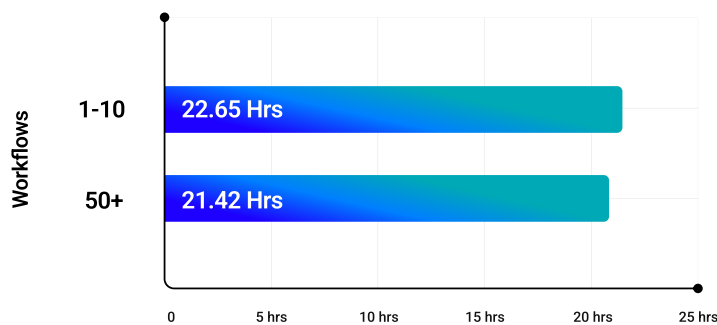
With the right automation in place, support shifts from firefighting to future-proofing.

💡 Proof that it works

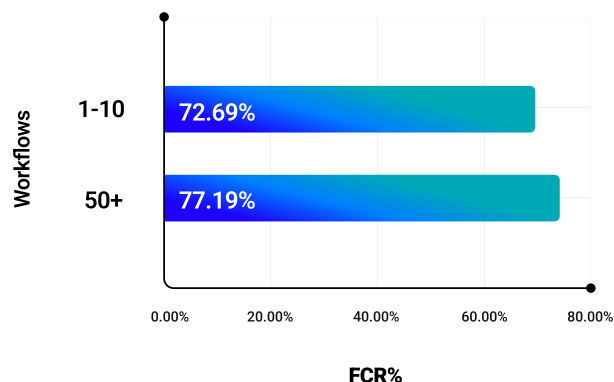
Freshservice data shows that automation is no longer a nice-to-have—it's a baseline. But here's where it gets interesting: **The more you automate, the better your outcomes.**

- Organizations with **50+ workflows** see a **5.43% drop in average resolution time (ART)** compared to those with fewer than 10.
- They also achieve a **6.19% boost in first contact resolution (FCR)**, solving more tickets on the first try.

ART reduction by 5.43% with 50+ workflows



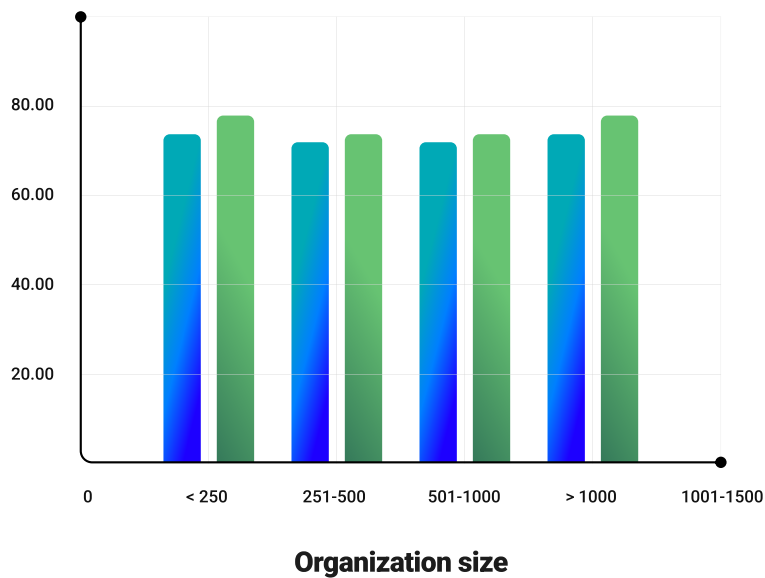
FCR increase by 6.19% with 50+ workflows



Think automation is just for enterprise? **Not anymore!**

- First contact resolution (FCR) improves for organizations of all sizes:
 - < 250 employees: **Up 6.93%**
 - 251-500 employees: **Up 4.78%**
 - 501-1,000 employees: **Up 10.04%**
 - > 1,000 employees: **Up 10.14%**

Increase in FCR when workflows increased ■ 1-10 ■ 50+



- Average resolution time (ART) drops for both **large organizations** with 1,000+ employees (**15.22%**) and **small & medium businesses** with less than 250 employees (**22.89%**) with more automation.

Industries that saw the biggest drops in **average resolution time (ART)**:



Why it matters

When work flows better, service gets faster. Workflow automation doesn't just speed up tickets—it simplifies operations, unlocks capacity, and clears the path for scale. With Freshservice, and its smart, scalable automation, teams across industries and time zones are already seeing the difference.

6.2 Integrations that break silos—and barriers

Service desks don't operate in isolation, and neither should their data. When support teams integrate with the rest of the business across tools, systems, and workflows, they move faster, resolve smarter, and deliver real results.

By connecting with third-party applications such as Azure AD, MS Teams, Slack, TeamViewer, etc., service desks eliminate silos, reduce manual effort, and align cross-functional teams. Integrations make it easier to enrich the scope of solutions without disrupting workflows, enabling faster service and greater visibility across the board.

What the data shows

- Nearly **37% of accounts** in this year's benchmark had integrations enabled
- These accounts recorded:
 - **6.89% drop in average resolution time (ART)**
 - **1.79% improvement in first contact resolution (FCR)**
- When compared with teams with 1-5 integrations, teams with 11+ integrations saw:
 - **14.23% lower ART**
 - **1.29% higher Resolution SLA: 97.08%**
 - **1.49% higher First Response SLA: 97.04%**
- FCR was highest for accounts with **6–10 integrations**, reaching **77.89%**

Number of integrations	Average resolution time (in hours)	First contact resolution %
0	23.38	73.98
1-5	22.10	75.21
6-10	19.07	77.89
11+	18.95	72.26

Why it matters

The data is clear: **Integrated service desks perform better.** Whether it's syncing with HR tools, collaboration platforms, or asset management systems, deeper integrations lead to faster resolutions, better SLA adherence, and a more unified support experience.

6.3 Priority matrices drive fair, fast, and transparent service

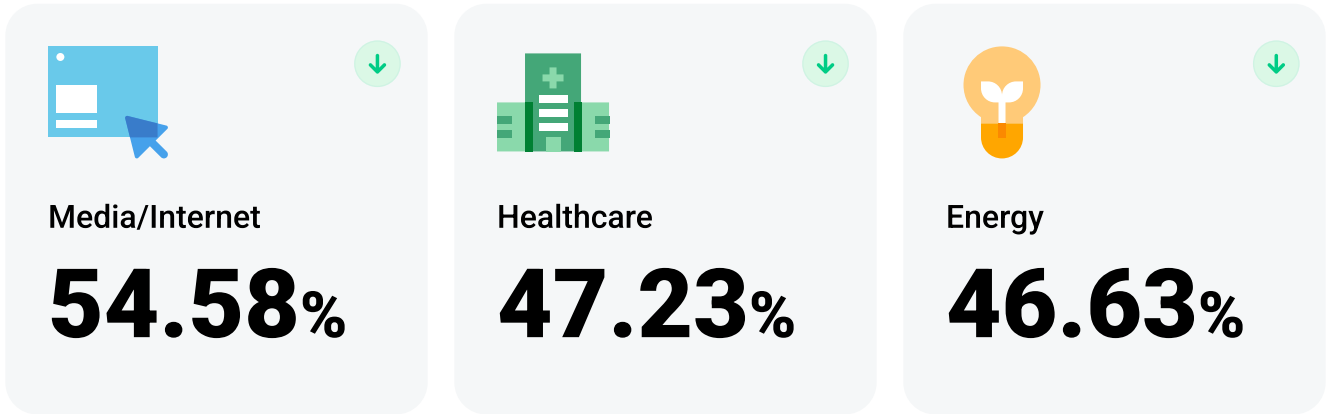
In high-performing service desks, **urgency doesn't come down to guesswork.** A priority matrix brings structure to the chaos, helping IT teams quickly assess incidents based on urgency and impact, and respond with clarity and speed.

By automatically categorizing tickets, the priority matrix not only speeds up resolution but also sets clear expectations with end users. The result? **Objective decision-making, faster service, and stronger trust** between IT and the business.

What the data shows

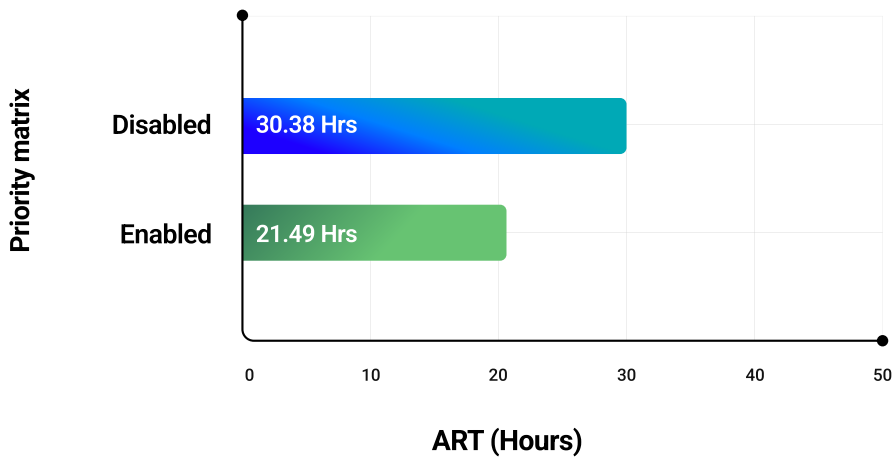
- **92.72% of organizations** in the benchmark report use a priority matrix, almost same as last year ~92.23%
- These accounts saw a **29.26% reduction in average resolution time (ART)**
- Adoption is highest in the **mid-market organizations with 501-1,000 employees (95.30%)**, followed by **large organizations (1,000+ employees) (94.46%)**

● Industries that saw the biggest drops in ART:



● Notable functional improvements:

- First contact resolution (FCR) rose by 23.88% in Energy
- Customer satisfaction (CSAT) in Consumer Products improved by 13.06%



Why it matters

The priority matrix helps teams work smarter—not by doing more, but by doing what matters first. As organizations scale, this structured approach ensures transparency, speeds up service, and aligns IT decisions with business priorities—all while improving the experience for end users and agents alike.

6.4 Canned responses: Small tool, big impact

When agents face high ticket volumes and repetitive queries, speed and consistency become essential. That's where canned responses prove their value.

By enabling agents to respond with pre-approved, reusable replies for common issues, canned responses help ensure faster resolution times, more consistent service quality, and reduced cognitive load—without sacrificing the human touch.

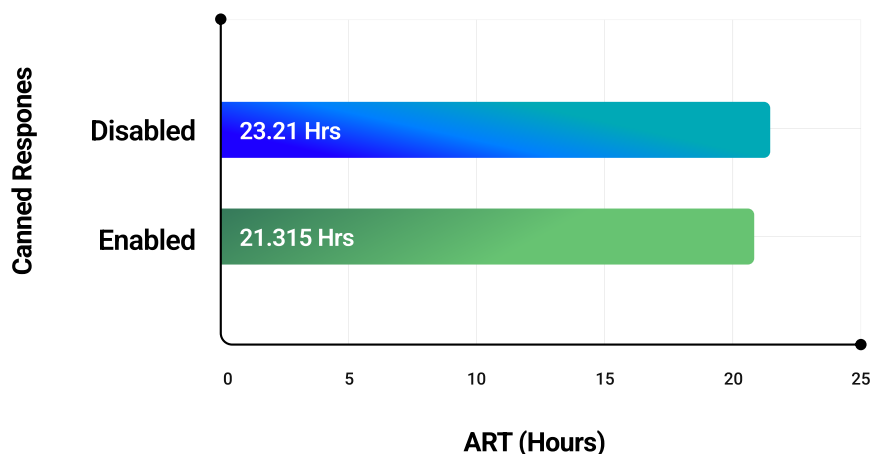
💡 What the data shows

- **61% of Freshservice customers** currently use canned responses, up from 59.87% last year.
- These teams saw an average **8.16% reduction in average resolution time (ART)**
- **Mid-market** shows the highest adoption at **76%**, closely followed by **Enterprise (74%)**

While small & medium businesses (<250 employees) had lower adoption at **49%**, they saw the biggest **ART drop at 14.88%**

- **Large organizations with 1,000+ employees** saw their ART drop by **10.49%**
- **Industry-level improvements in ART:**
 - Energy: ↓ **41.09%**
 - Manufacturing: ↓ **19.24%**

Average ART reduction by 8.16%



Why it matters

Canned responses may seem like a small feature, but they pack a measurable punch. By reducing response effort on repeat queries, they **unlock time** for agents to focus on more nuanced requests—improving productivity without compromising quality.

As support volumes grow, teams that rely on **structured, reusable knowledge** are better positioned to scale speed, maintain tone consistency, and deliver reliable service at scale.

6.5 Change & problem management: Stability that scales

As service environments grow more complex, managing risk and resolving root causes become just as important as responding quickly. That's where **change management** and **problem management** come into play, helping IT teams move from reactive firefighting to proactive control.

These modules reduce disruption, improve response quality, and keep the business running smoothly—even as demands increase.

Change management: Transitions without turbulence

Whether rolling out new software or shifting infrastructure, structured change processes help teams reduce service impact and maintain accountability.

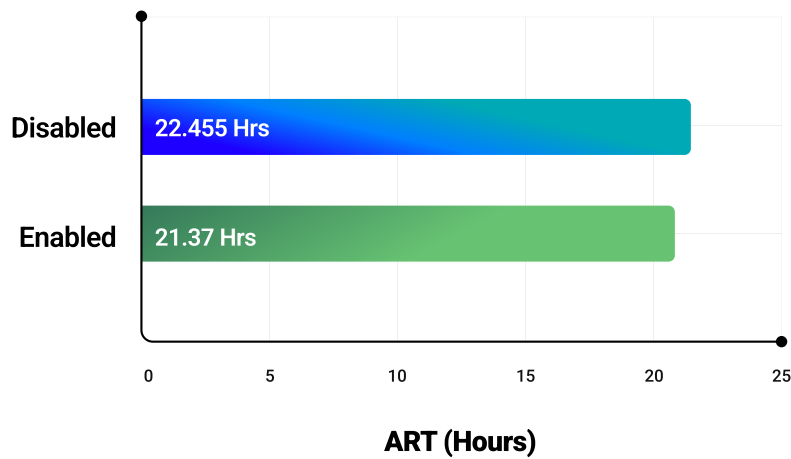
What the data shows

- Overall adoption remains consistent since last year at **44%**
- Organizations with change management enabled saw:
 - A **4.83% reduction** in average resolution time (**ART**)
 - A **3.55% increase** in first contact resolution (**FCR**)
- **Mid-market organizations** with 501-1,000 employees **lead adoption with 56.11% usage**, followed closely by **large organizations** with 1,000+ employees at **54.62%**
- **FCR improved across all segments**, with the **large organizations** of 1,000+ employees seeing the **biggest jump at 8.47%**

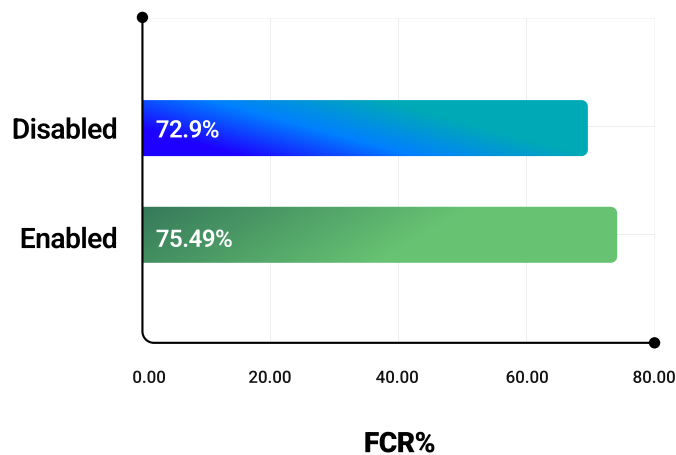
● Industry-level ART improvements were most notable in:



ART reduced by 4.83%



FCR Increased of 3.55%



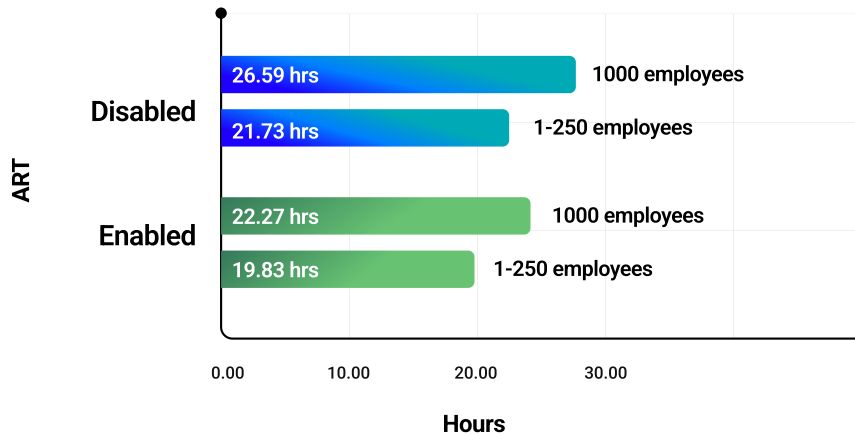
Problem management: Root cause, real results

Problem management enables teams to prevent recurring incidents by identifying underlying issues, reducing service noise and improving quality over time.

💡 What the data shows

- Large organizations with 1,000+ employees saw the most significant improvement after enabling the module:
 - ART reduced by **16.25%**
 - FCR improved by **5.8%**

ART reduction with problem management



- At an industry level, after adoption of the problem module, the first contact resolution improved most for:
 - Retail/e-commerce: ↑ **6.87%**
 - Consumer Products: ↑ **6.76%**

Why it matters

When IT service desks embrace change and problem management together, they do more than fix—they fortify. These practices reduce ticket volume, boost first-time resolution, and improve reliability across the board, setting the stage for **long-term service excellence**.

Enterprise teams that committed to problem management saw a **16.25%** drop in resolution time and a **5.8%** gain in first contact resolution—results that speak to **the power of fixing what's beneath the surface**.

The takeaway: While AI and automation handle the volume, problem management supports quality. The most future-ready teams will find a **balance** deploying AI for scale, problem management for **stability**, and change management for **efficacy**.



While AI and automation handle the volume, problem management supports quality.

CHAPTER SEVEN

Provide unified, engaging employee experiences

7.1 Omnichannel support: Meeting employees where they are—everywhere

Today's workforce is everywhere—email, Slack, Teams, the phone—which means IT support must be as well. To deliver real impact, service desks must show up where employees already are, and do so consistently, conversationally, and effectively.

Omnichannel support isn't just a buzzword or about offering more ways to connect. It's about delivering a unified, high-quality experience across every touchpoint, reducing friction, improving response times, and creating service journeys that feel intuitive, not interruptive.



*Omnichannel:
Service journeys
that feel intuitive,
not interruptive.*

What the data shows

Different channels serve different needs—and that's reflected in the data:

- **Fastest first response time:** Email at **8.20 hours**
- **Fastest resolution:** Chat, Microsoft Teams, and Slack at **16.13 hours**
- **Quickest first assign time:** Chat/MS Teams/Slack at **4.16 hours**
- **Highest first contact resolution (FCR):** Phone at **91.23%**
- **Strongest SLA adherence:** Chat/MS Teams/Slack leads in resolution SLA %

Segment-level highlights

- Email

18.80 hrs

Lowest ART for small & medium businesses with <250 employees

75.67%

Highest FCR for medium-sized organizations with 500-1,000 employees

- **Portal**

24.53 hrs

Lowest ART for small & medium businesses with <250 employees

71.77%

Highest FCR for enterprises with >1,000 employees

- **Phone**

24.95 hrs

Lowest ART for enterprises with >1,000 employees

91.35%

Highest FCR also for enterprises with >1,000 employees

- **Chat/MS Teams/Slack**

13.04 hrs

Lowest ART for small & medium businesses with <250 employees

92.19%

Highest FCR for enterprises with >1,000 employees

Why it matters

Omnichannel is no longer optional. It's a baseline expectation. But not all channels deliver equally. The data shows that real-time, conversational channels like chat and Slack excel in speed and SLA metrics, while phone remains unmatched in first-contact resolution.

The takeaway? It's not about choosing one channel over another. It's about uncomplicating how your employees can engage with cohesive and efficient support experiences.

7.2 Knowledge base: Power to the people, time to the team

Self-service isn't just about deflecting tickets. It's about giving employees the confidence and tools to help themselves. A well-designed knowledge base enables faster answers, fewer disruptions, and a more scalable support model for growing organizations.

By surfacing relevant solutions in the flow of work, knowledge base empowers employees to solve issues independently, while freeing up agents to focus on higher-value, strategic work.

💡 What the data shows

- **70.67% of organizations** in the benchmark have enabled knowledge base functionality.
- **Mid-market** organizations with 501-1,000 employees **lead in adoption at 78.8%**, followed closely by **enterprise at 74.2%**
- **Enabling knowledge base** correlates with a **5% drop** in average resolution time (ART)
- The increase in the number of knowledge base assets from **1-10 to 50+** corresponds to a **reduction of 1.6% in average resolution time.**

“

5%

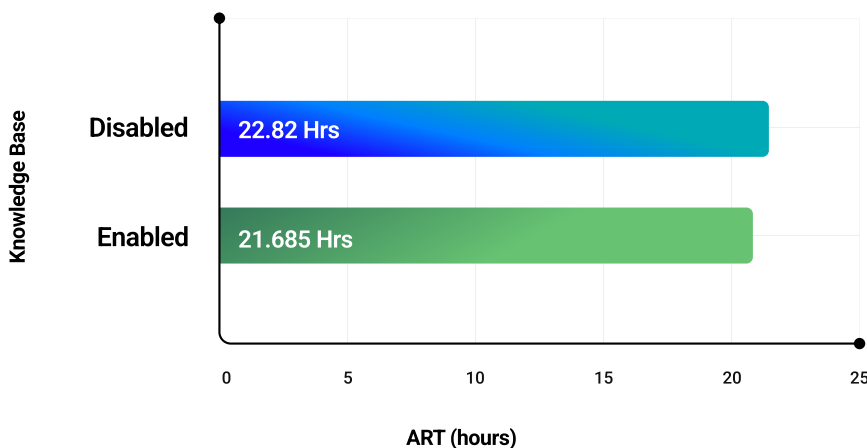
drop in average resolution time (ART)



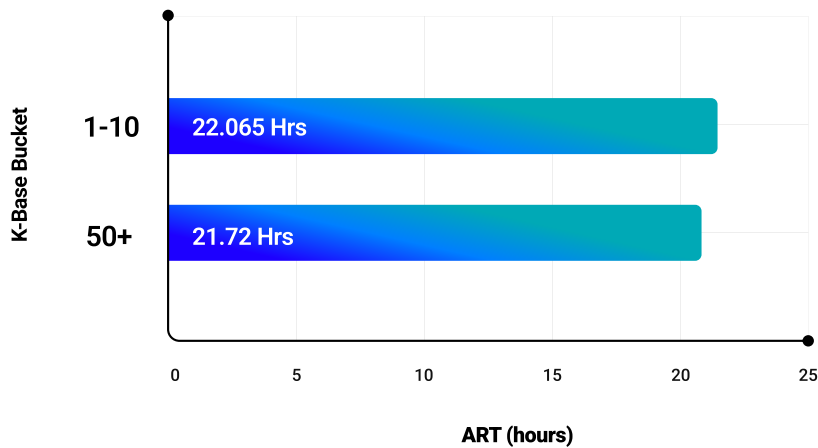
1.135 Agent hours

Saved due to knowledge base

Overall reduction of 4.97% in average resolution time with knowledge base enablement



Reduction of ART by 1.6% with increase in the number of knowledge base assets



Why it matters

Knowledge base adoption contributes to faster resolutions and better time management. The key lies in designing knowledge content that's not just available, but truly actionable: embedded into processes, written in plain language, and continuously updated. With AI agents' ability to generate knowledge base articles from tickets and conversations, we expect to see a notable improvement in knowledge base quality next year. In parallel, the launch of AI-powered unified search—which surfaces keyword based results from all content sources in an organization—will likely further enhance the employee experience.

When done right, a knowledge base becomes more than a repository—it becomes a catalyst for **employee enablement** and **engagement**.

7.3 Service catalog: One portal. Every request. Zero confusion.

A modern service catalog does more than list services—it unlocks autonomy, reduces confusion, and creates a consistent, consumer-grade experience for employees seeking help. By offering a centralized, intuitive portal for all service requests, the service catalog eliminates ambiguity and empowers users to get what they need—fast and without friction.

It's the front door to IT, but a good service catalog also signals a strategic shift: from reactive support to proactive service orchestration.

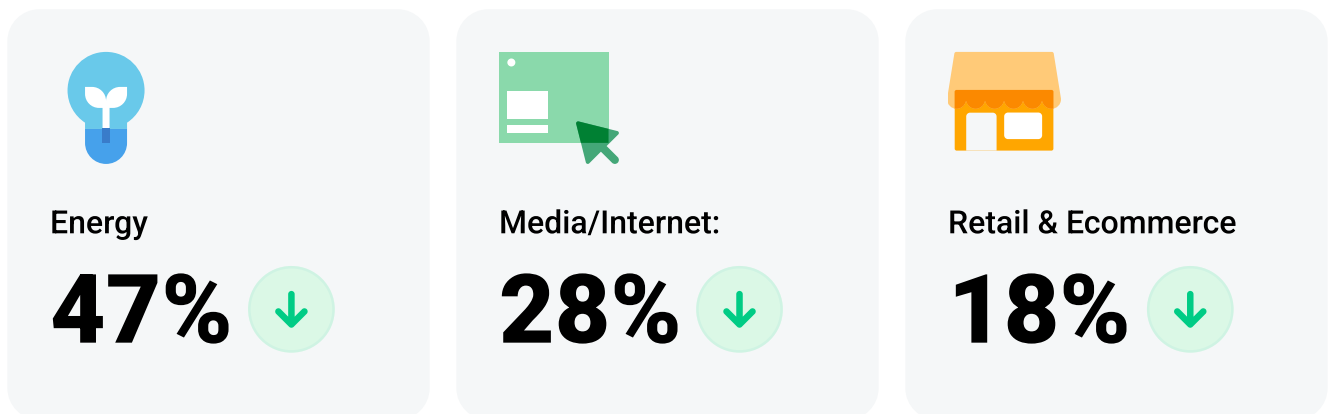


A good service catalog also signals a strategic shift: from reactive support to proactive service orchestration.

💡 What the data shows

- **Mid-sized organizations** with 501-1,000 employees demonstrate **highest** adoption at **70.1%**, followed by:
 - **Large enterprises with > 1,000 employees: 68.8%**
 - **Smaller organizations with 251-500 employees: 58%**

When it comes to measurable outcomes, the service catalog delivers the most significant benefits in average resolution time to these industries:



Why it matters

When employees know where to go and what to expect, service becomes **faster, clearer, and more satisfying**. The service catalog reduces back-and-forth, sets accurate expectations, and ensures requests are routed right the first time. These benefits are all the more important in larger organizations, given the number of employees, and is reflected in higher adoption in mid market and enterprise organizations.

Done right, it doesn't just streamline delivery, it **elevates the IT team from task-takers to experience enablers**.

CHAPTER EIGHT

Asset management: Context that saves time, cost, and chaos

In today's high-velocity IT environments, **every second counts**. When agents don't know which asset is impacted, they're stuck guessing—chasing context, prolonging resolution, frustrating users—and having to report negative business results to executives.

That's where asset management makes the difference. By associating assets with incidents and major incidents, IT teams get instant visibility into what's affected, so they can **troubleshoot faster, resolve smarter, and minimize downtime**.

Advanced ITAM isn't just about managing devices, it's about managing business impact.



Advanced ITAM isn't just about managing devices, it's about managing business impact.

What the data shows

- **70% of organizations** in the benchmark have implemented asset management.
- Adoption is highest in mid-sized organizations (501-1,000 employees) at **74%** followed by organizations with 251-500 employees at **72%**.
- Organizations that adopted asset management saw:



8.28%

Reduction in average resolution time (ART)



54.53%

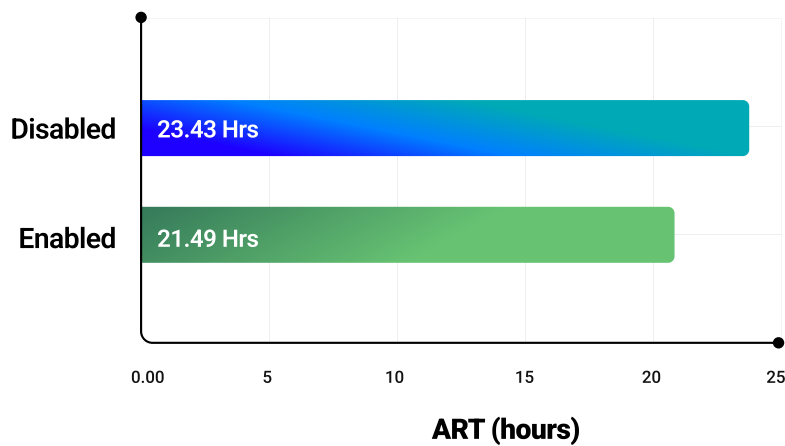
Drop in mean time to resolve (MTTR) for **Media/Internet**



~50%

Drop in **MTTR** for the **Energy** industry

Reduction of 8.28% in ART with asset management enabled



Smarter spend, tangible savings

Beyond speed, asset management also drives **real cost savings** by eliminating software waste and surfacing unused or underutilized assets.



Total cost savings reported

\$53.6 million

Total cost savings were determined by multiplying the number of users with little or no software usage by the calculated per-user cost, aggregated at the account level.

By identifying redundant licenses and unused tools, teams reallocate resources toward what matters most without lifting more than a finger.

Why it matters

Without context, service delivery slows down. Without visibility, costs go up.

Asset management brings both, empowering teams to act faster, spend wiser, and **deliver support that's proactive, not reactive**. So why is advanced, AI-enhanced ITAM so important? Proactively manage assets, resolve incidents faster, and reduce the risk on changes by utilizing automated dependency maps and relationships. These aren't just essentials for IT teams—these are essentials for business today, whether you're a managed service provider, or manager of an operations team.

It's no longer just a back-office function. It's a front-line enabler of better IT experiences, for users, agents, and the business.

CHAPTER NINE

Market segment insights

9.1 Small & medium businesses (1-250 employees)

Small and medium businesses may operate with leaner teams, but their service performance tells a story of **agility, efficiency, and smart prioritization**. This year's benchmark shows that **SMBs are leveraging core modules effectively** to drive measurable success—particularly when it comes to improving resolution time and first contact resolution (FCR).

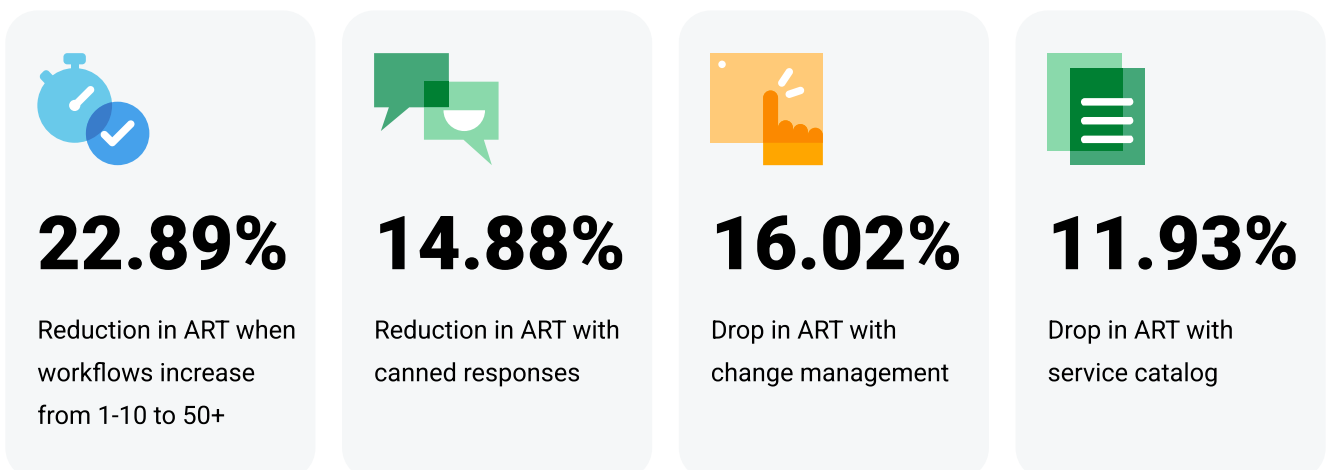
One of the standout trends in this segment is the **impact of workflow automation**. SMBs that scaled from 1-10 workflows to 50+ saw a **22.89% drop in average resolution time (ART)**, the **highest reduction across all segments**. This demonstrates a strong correlation between workflow maturity and speed of service.

Adoption of **canned responses** and the **service catalog** also proved valuable, driving ART reductions of **14.88%** and **11.93%** respectively. Interestingly, even modules like **change management** and **problem management**, typically seen as enterprise-grade capabilities, delivered real value in SMB environments, with ART dropping by **16.02%** and **8.77%**, respectively.

First contact resolution also improved modestly across most modules, with gains ranging from **2.05% to 4.67%**, showing that SMBs are getting better at resolving issues right at the first touchpoint.

Adoption rates for advanced capabilities like asset management (**65.76%**) and the service catalog (**50.77%**) indicate **growing maturity, even in smaller teams**. And while SMBs may trail larger segments in adoption rates, the performance lift they gain from each investment is consistently strong.

Key Stats:



Bottom line: When implemented well, even simple tools can yield outsized returns for SMBs. Their ability to deploy automation and self-service tactically—without over-engineering—helps them punch above their weight, delivering enterprise-grade service without enterprise-level complexity.



When implemented well, even simple tools can yield outsized returns for SMBs.

9.2 Growing organizations (251-500 employees)

Organizations with 251-500 employees operate at a crucial middle ground: large enough to face operational complexity, yet lean enough to demand fast, efficient solutions. This year's benchmark reveals that **while adoption of advanced ITSM modules is steady in this segment, the returns are especially visible when automation is scaled with intent.**



Workflow automation stands out as a core driver of performance for businesses with 250-500 persons.

Workflow automation stands out as a core driver of performance for businesses with 250-500 persons. Customers in this segment who expanded from basic to 50+ workflows saw a **10.04% reduction in average resolution time (ART)**, a meaningful drop that underscores the value of automation maturity, even without enterprise-level resources.

The segment's adoption of **asset management** is commendably high at **71.74%**, nearly at par with mid-market and enterprise peers. This suggests that such organizations recognize the importance of asset visibility and control in scaling efficient support operations.

Canned responses and **problem management** show **FCR** improvements of **1.32%**, reinforcing the idea that consistent documentation and structured response frameworks can positively impact service reliability in this segment.



10.04%

Drop in ART when workflows increased from 1-0 to 50+



71.74%

Adoption of asset management



1.32%

Increase in FCR with canned responses.



1.32%

Increase in FCR with problem management

Bottom line: Organizations with 251-500 employees sit at a tipping point where complexity rises, but resources remain constrained. Strategic investment in automation, asset visibility, and service standardization helps these teams maintain responsiveness while scaling operations, laying the groundwork for seamless progression into mid-market maturity.

9.3 Mid-market organizations (501-1,000 employees)

Mid-market organizations sit at a transformative inflection point: big enough to demand scale, yet still agile enough to pivot quickly. The 2025 benchmark data reveals that this segment is **aggressively adopting structured ITSM practices**, such as automation, change processes, and asset visibility. However, the performance outcomes are more nuanced.

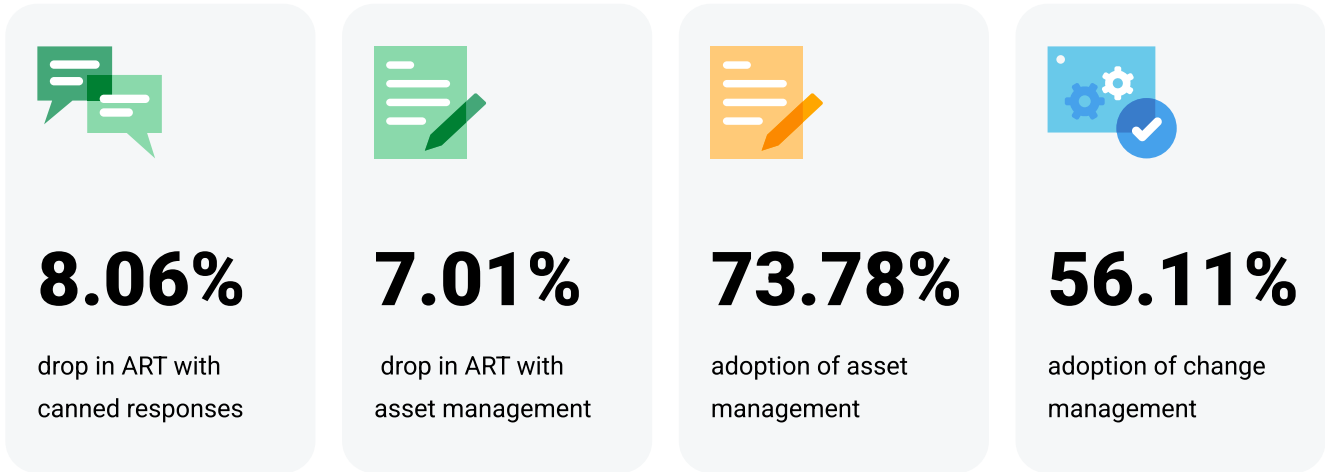
Adoption is a clear strength: Mid-market teams lead in deploying **asset management (73.78%)**, **service catalog (70.07%)**, and **change management (56.11%)**, reflecting a strong appetite for operational maturity. Yet, performance improvements are not always proportionate to adoption. For instance, enabling change management yielded only a 0.13% reduction in average resolution time (ART), a possible indicator of implementation gaps or transitional inefficiencies.

Still, some investments are paying off. **canned responses** delivered an **8.06%** reduction in ART, and **asset management** brought a **7.01% drop**, both aligning with trends that show mid-market teams benefiting from tools that optimize agent time and enhance contextual visibility.

First contact resolution (FCR) gains were modest across most modules (ranging from 1.11% to 2.22%), which suggests mid-market organizations may be navigating a learning curve, building capabilities but still refining execution.

In short, mid-market teams are **doing the right things**—deploying mature ITSM practices, automating workflows, and extending their stack—but may still be in the **optimization phase**, where outcomes take time to compound.

Key stats:



Bottom line: Mid-market organizations are in a phase of *adoption maturity but optimization lag*. The tools are largely in place, but there's untapped potential in configuring, integrating, and operationalizing them effectively. Targeted enablement, change management coaching, and AI-driven optimization can help mid-market IT teams extract far more value from their Freshservice investment.



Mid-market organizations are in a phase of adoption maturity but optimization lag.

9.4 Enterprise (1,000+ employees)



When ITSM tools are fully integrated and aligned with process maturity, the payoff is substantial.

Large organizations with 1,000+ employees lead in both adoption and measurable impact across most Freshservice modules, demonstrating the value of strategic ITSM at scale. This segment consistently shows strong performance improvements, validating that when ITSM tools are fully integrated and aligned with process maturity, the payoff is substantial.

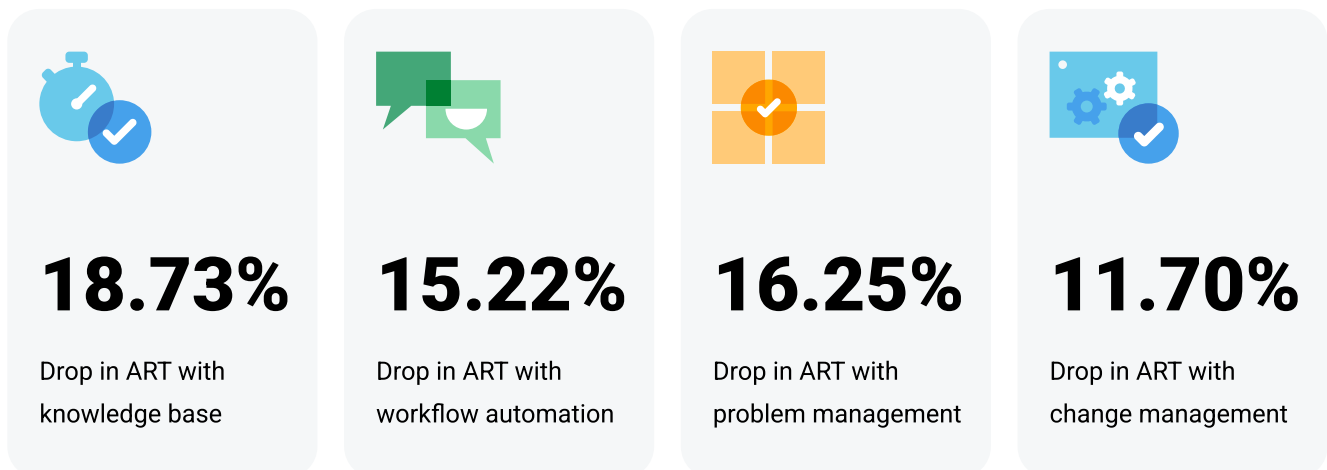
Knowledge base usage results in an **18.73%** reduction in average resolution time—the highest among all segments—indicating that enterprises have not only adopted self-service but have likely invested in content governance and continual updates. Similarly, **workflow automation** yields a **15.22%** drop in resolution time, showcasing the scale advantage of orchestrating high-volume tasks across large IT teams.

Enterprises also see above-average results in **problem management** (16.25% resolution time reduction) and **canned responses** (10.49%), reinforcing that process repeatability and response standardization directly translate into performance gains.

While **change management** is adopted by 54.62% of enterprises and delivers an 11.70% drop in resolution time, this suggests that governance is not just adopted but refined, balancing speed with control. **Asset Management** (65.54% adoption, 12.66% resolution time reduction) and **service catalog** (68.77% adoption, 6.11% resolution time reduction) further highlight how visibility and standardization help large organizations scale support efficiently.

Improvements in **first contact resolution** (FCR) are strongest in foundational areas like change management (+8.47%) and problem management (+5.82%), indicating frontline agents are well-supported with knowledge and context.

Key stats:



Bottom line: Enterprises with 1,000+ employees extract the most **consistent** and **significant gains** from Freshservice by fully leveraging automation, structured service delivery, and high agent enablement. The results speak to mature deployment, backed by ongoing optimization and scale-driven discipline.

CHAPTER TEN

Enterprise Service Management: When AI and automation come to town... everybody wins

We said it in the executive summary, but it's worth repeating: What's one of the biggest differences in the IT landscape today versus just a few years ago? That superior service management is more extensible than ever for business teams—and they are already seeing the payoffs.

Today, more and more organizations are applying **ITSM principles to business teams** like HR, facilities, and finance, creating a single, streamlined approach to service delivery across departments. This shift, known as **enterprise service management (ESM)**, isn't just operationally efficient. It's **strategic**.

By moving repetitive, manual tasks to intelligent workflows and enabling self-service across functions, ESM helps businesses **unclog internal processes, cut costs, and amplify employee productivity**.

What the data shows

This is the **first year Freshservice has benchmarked ESM performance independently**—and the numbers are promising and **comparable** to those successes achieved by IT teams. For business teams considering rolling out Freshservice, the takeaway is clear: powerful capabilities plus intuitive interface equal a rapid-impact platform—no consultants or developers required.

ESM benchmarks:



29.08 hrs

Average resolution time
(ART)



13.30 hrs

Average first response time
(AFRT)



28.93 hrs

Average first assign time
(AFAT)



79.5%

First contact resolution (FCR)



95.2%

Resolution SLA



94.2%

First response SLA

Observations

- For every **14 IT agents**, there are now **10 business agents** using Freshservice for internal service delivery.
- **Enterprise customers** (> 1,000 employees) recorded the lowest average resolution time (ART)—**27.62 hours**—signaling maturity in cross-functional service delivery.
- **Small and medium businesses** (< 250 employees) demonstrated the **highest first contact resolution (FCR)** of **80.25%** and the **lowest average first assign time (AFAT)** of **25.55 hours**, showing that even leaner teams can drive measurable impact with the right approach.

Why it matters

That ratio—**10 business agents for every 14 IT agents using Freshservice**—is both revealing and promising. Here's what it implies:

ESM adoption is no longer experimental. It's mainstream.

1 Cross-functional service delivery is maturing.

This ratio shows that business teams (like HR, finance, facilities, and legal) are not just testing ESM, they are actively operationalizing it. When 71% of the agent base is IT and 29% is business, it indicates a real shift toward shared service models.

2 ITSM: A proven blueprint for business payoff.

Business teams are borrowing from IT's playbook—structured ticketing, SLAs, automation, knowledge bases—to handle their own internal requests. This helps them move from scattered email-based support to scalable, data-driven service delivery.

3 IT is driving org-wide transformation.

IT isn't just managing tech anymore. It's leading how service gets delivered across the enterprise—setting standards, building systems, and scaling best practices.

4 Unified platforms are winning.

Instead of buying and managing siloed tools for each department, organizations are extending Freshservice to all teams—lowering costs, reducing training time, and increasing process consistency.

5 The future of service management is horizontal.

The rise in business agents suggests that service excellence is becoming a company-wide priority, not just an IT metric.

Bottom line:

Enterprise service management is no longer aspirational—it's operational. IT has set the standard, and business teams are following suit. Organizations that recognize this trend early are better positioned to create a unified, efficient, and employee-centric service experience across all departments.

But the story doesn't end here. This year's data sets the **baseline for future ESM performance**, a launchpad for what's next in service transformation.

Here's a peek into the future: For a long time, IT teams have focused on SLAs (service level agreements) as the gold standard. And while SLAs are essential for setting baselines around responsiveness and resolution, they're no longer enough.

The future lies in XLAs – Experience Level Agreements.

Unlike SLAs, XLAs measure what truly matters: how employees feel, how smoothly their work flows, and how IT enables them to be productive and satisfied. It's a shift from tracking activity to understanding outcomes, because first response and resolution times are important but they don't tell the whole story. XLAs bridge that gap by aligning IT with business outcomes and employee well-being.

Today we as an industry are still learning how to define and implement XLAs effectively. But one thing is clear: They represent the future of service excellence, one where experience, not just efficiency, becomes the true north.

CHAPTER ELEVEN

Closing thoughts: **From service desk to strategic driver**

The 2025 Freshservice Benchmark Report reveals a powerful truth: service delivery is no longer about improving operations. It's about on-the-ground results across the business.

This year, every core KPI for IT improved across the board. AI moved from pilot to productivity engine. Asset management saved millions. ESM expanded these best practices across HR, finance, and facilities. And teams that embraced automation unlocked real scale, without adding headcount.

For the C-suite, these aren't just metrics. They're mandates.

- 1 Efficiencies drive impact with resolutions, employee satisfaction, and SLAs.**
- 2 Cost reduction is real, from smarter spending to reduced ticket volumes.**
- 3 AI is accelerating outcomes and not replacing talent, but empowering it.**
- 4 Cross-functional alignment is no longer aspirational, it's operational.**

As the data shows, the teams that are winning today are those that are simplifying. Not by stripping back capabilities, but by eliminating complexity.

They're consolidating platforms. Scaling automation. Empowering business teams. And most importantly, they're building service delivery models that flex with the needs of the business.



The teams that are winning today are those that are simplifying. Not by stripping back capabilities, but by eliminating complexity.

The bottom line?

If your IT and business operations still feel fragmented, reactive, or costly, they don't have to stay that way.

This year's benchmark shows what's possible when service delivery becomes a lever not just for technology, but for transformation.

CHAPTER TWELVE

Global benchmarks & industry snapshots

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In 2025, we've tracked separate benchmarks for IT-only tickets and ESM tickets to more accurately track the KPIs for each function. However, the CSAT % is common across both categories.

12.1 IT only tickets

Benchmarks by regions

As organizations operate across borders and time zones, service expectations begin to shift. What feels fast in one region might feel slow in another. Aggregating performance metrics globally helps IT leaders cut through local biases and build benchmarks that reflect the true complexity of serving a distributed workforce.

■ HIGHEST ■ LOWEST

Region	Average Resolution Time (in hrs)	Average First Response Time (in hrs)	Average First Assign Time (in hrs)	First Contact Resolution %	Resolution SLA%	First response SLA%
IT Benchmark	21.96	9.36	15.8	74.14	96.16	95.99
EU	21.01	10.54	20.615	74.795	97.05	97.02
Americas	23.3	8.855	14.225	72.4	95.715	95.47
APMEA	19.18	9.33	14.54	78.31	95.89	95.46

Benchmarks by industry

The FBR 2025 analyzed data across 14 industries to draw insights and understand how they compare with each other. The key metrics discussed in section 4 (The 7 KPIs of service management) are broken down by industry in the table below.

Freshservice Benchmarks by industry

■ HIGHEST ■ LOWEST

Region	Average Resolution Time (in hrs)	Average First Response Time (in hrs)	Average First Assign Time (in hrs)	First Contact Resolution %	Resolution SLA%	First response SLA%
IT Benchmark	21.96	9.36	15.8	74.14	96.16	95.99
Education	27.14	10.62	19.17	71.92	95.82	95.65
Construction/ Real Estate	19.91	7.93	13.6	71.61	95.84	95.69
Logistics and Transportation	21.165	8.965	15.045	73.32	95.835	95.5
Business Services	20.355	7.735	13.935	73.06	96.685	96.44
Media/Internet	18.585	7.74	13.77	75.76	95.765	95.715
Energy	26.97	11	18.88	73.78	97.88	97.65
Software	18.52	8.75	14.8	78.12	96.06	95.76
Leisure/Hospitality	22.18	10.69	17.43	75.05	96.6	96.46
Healthcare	22.345	9.975	16.32	74.475	96.27	96.17
Manufacturing	23.86	10.41	16.48	74.3	95.99	95.75
Retail/e-commerce	23.09	9.94	17.42	75.24	96.69	96.57
Consumer Products and Services	20.33	8.44	13.2	69.93	97.19	97.21
Government/Nonprofit	24.485	10.515	18.31	71.845	95.655	95.47
Finance	20.6	8.73	14.42	76.27	96.04	95.79

Benchmarks by country

■ HIGHEST ■ LOWEST

Region	Average Resolution Time (in hrs)	Average First Response Time (in hrs)	Average First Assign Time (in hrs)	First Contact Resolution %	Resolution SLA%	First response SLA%
IT Benchmark	21.96	9.36	15.8	74.14	96.16	95.99
United States	23.66	8.66	14.17	71.65	95.83	95.57
United Kingdom	19.18	8.6	17.79	72.35	96.29	96.09
India	13.755	6.845	8.045	81.965	95.225	94.825
Australia	22.775	11.315	20.11	76.455	96.85	96.655
Canada	24.135	9.045	15.605	71.82	95.05	94.605
South Africa	15.47	6.7	8.26	81.78	92.97	92.88
Germany	23.75	13.92	24.56	77.62	97.35	97.39
Netherlands	23.09	12.64	22.43	76.85	98.87	98.89
Brazil	11.89	7.77	13.915	82.055	96.21	96.4
Belgium	25.19	13.53	26.88	77.11	97.9	97.74

Benchmarks by company size

■ HIGHEST ■ LOWEST

Region	Average Resolution Time (in hrs)	Average First Response Time (in hrs)	Average First Assign Time (in hrs)	First Contact Resolution %	Resolution SLA%	First response SLA%
IT Benchmark	21.96	9.36	15.8	74.14	96.16	95.99
Less than 250 employees	21.23	8.78	14.22	74.34	96.13	95.97
251 to 500 employees	22.21	9.19	15.335	72.53	96.255	96.06
501 to 1,000 employees	22.765	9.6	16.195	73.015	96.505	96.26
1,000+ employees	22.8	10.88	20.465	76.09	95.875	95.585

Benchmark by industry and region

■ HIGHEST ■ LOWEST

Industry	Region	Average Resolution Time (in hrs)	Average First Response Time (in hrs)	Average First Assign Time (in hrs)	First Contact Resolution %	Resolution SLA%	First Response SLA%	CSAT%
IT Benchmark		21.96	9.36	15.8	74.14	96.16	95.99	
Business Services	Americas	20.765	6.64	11.845	71.95	96.405	96.17	98.06
	APMEA	16.895	7.45	13.03	77.02	96.49	96.31	97.31
	EU	21.635	9.74	19.495	72.46	96.92	96.80	98.28
Construction/Real Estate	Americas	19.92	7.005	11.225	69.625	96.145	96.10	98.72
	APMEA	20.645	8.88	14.31	77.9	93.11	92.98	95.65
	EU	19.51	11.08	19.38	72.235	95.895	95.81	98.33
Consumer Products and Services	Americas	19.91	7.29	12.43	68.66	96.76	96.67	96.52
	APMEA	15.035	6.92	6.1	72.445	96.275	95.42	93.78
	EU	22.635	11.825	20.935	72.675	98.805	98.31	99.38
Education	Americas	31.53	11.12	18.03	69.96	95.77	95.44	97.78
	APMEA	23.775	10.64	18.96	77.56	95.34	95.09	95.65
	EU	23.035	9.675	23.7	70.62	96.665	96.67	98.00
Energy	Americas	28.35	11.58	19.46	71.81	97.02	97.01	97.92
	APMEA	21.59	9.985	17.34	78.525	98.235	98.03	95.67
	EU	28.825	12.06	22.275	77.94	97.91	97.84	96.28
Finance	Americas	21.525	7.655	12.815	74.23	95.345	95.23	99.33
	APMEA	19.69	8.05	11.88	79.57	94.97	94.47	95.48
	EU	20.7	11.135	20.895	78.37	97.51	97.55	99.12

Industry	Region	Average Resolution Time (in hrs)	Average First Response Time (in hrs)	Average First Assign Time (in hrs)	First Contact Resolution %	Resolution SLA%	First Response SLA%	CSAT%
IT Benchmark		21.96	9.36	15.8	74.14	96.16	95.99	
Government/ Nonprofit	Americas	25.45	10	15.25	70.57	94.78	94.69	99.02
	APMEA	23.75	12.66	21.81	74.3	97.23	97.14	96.63
	EU	23	10.91	25.09	71.84	96.615	96.69	97.13
Healthcare	Americas	23.23	9.41	14.48	74.29	95.7	95.64	98.32
	APMEA	21.04	11.17	20.02	78.26	96.9	96.52	96.04
	EU	19.925	11.585	20.85	74.22	97.74	97.62	97.38
Leisure/Hospitality	Americas	23.095	9.79	15.75	73.43	96.03	95.86	98.76
	APMEA	24.425	14.245	17.255	79.06	94.945	94.35	94.23
	EU	20.88	11.36	19.56	75.69	97.32	97.26	96.55
Logistics and Transportation	Americas	21.575	8.29	12.485	71.8	95.965	95.39	98.33
	APMEA	19.505	8.785	11.52	73.69	94.425	94.41	96.60
	EU	21.315	10.245	20.365	75.73	96.01	95.98	96.60
Manufacturing	Americas	25.81	9.465	14.575	72.05	95.03	94.70	98.15
	APMEA	19.57	10.58	12.23	79	95.35	94.78	94.00
	EU	23.63	13.01	22.775	74.975	97.795	97.64	94.76
Media/Internet	Americas	18.26	7.51	13.77	77.055	95.635	95.30	89.45
	APMEA	18.22	7.785	9.27	74.81	95.36	95.53	96.63
	EU	20.365	7.93	16.74	75.305	96.92	96.95	92.60
Retail/e-commerce	Americas	24.1	9.35	16.43	72.13	96.49	96.07	100.00
	APMEA	21.06	10.145	18.23	79.405	96.475	96.43	97.82
	EU	22.99	10.555	19.085	77.215	97.335	97.45	96.47
Software	Americas	22.155	9.225	14.51	76.54	95.05	94.74	98.85
	APMEA	14.86	7.5	11.19	81.005	96.23	95.72	95.05
	EU	17.965	8.79	18.445	76.895	96.715	96.71	96.43

12.2 ESM only tickets

Benchmarks by regions

■ HIGHEST ■ LOWEST

Region	Average Resolution Time (in hrs)	Average First Response Time (in hrs)	Average First Assign Time (in hrs)	First Contact Resolution %	Resolution SLA%	First response SLA%
ESM Benchmark	13.3	29.08	28.93	79.53	95.22	94.24
Americas	13.07	30.50	27.22	78.91	94.22	93.14
APMEA	13.81	27.28	29.25	81.12	93.43	91.99
EU	13.89	27.29	31.10	79.78	97.78	97.75

Benchmarks by company size

■ HIGHEST ■ LOWEST

Organization size	Average First Response Time (in hrs)	Average Resolution Time (in hrs)	Average First Assign Time (in hrs)	First Contact Resolution %	Resolution SLA%
ESM Benchmark	13.3	29.08	28.93	79.53	95.22
Less than 250 employees	13.20	29.61	25.55	80.25	94.14
251 to 500 employees	12.77	29.98	30.86	79.64	95.01
501 to 1,000 employees	13.76	28.48	29.23	79.12	95.79
1,000+ employees	12.80	27.62	34.46	77.10	95.33

Benchmarks by industry

■ HIGHEST
 ■ LOWEST

Industry	Average Resolution Time (in hrs)	Average First Response Time (in hrs)	Average First Assign Time (in hrs)	First Contact Resolution %	Resolution SLA%	First response SLA%
ESM Benchmark	13.3	29.08	28.93	79.53	95.22	94.24
Business Services	12.01	28.46	30.79	76.16	95.99	95.04
Construction/ Real Estate	10.32	22.05	18.32	74.56	96.54	95.60
Consumer Products and Services	8.40	14.96	22.75	78.46	95.64	90.91
Education	14.13	36.37	34.39	81.91	94.51	93.69
Energy	11.83	15.76	33.26	89.58	93.20	93.30
Finance	10.57	27.19	31.20	79.59	96.48	96.26
Government/Nonprofit	16.03	32.56	31.61	76.96	94.66	92.88
Healthcare	15.27	27.66	29.37	81.18	94.76	94.21
Logistics and Transportation	15.42	32.97	24.62	81.24	94.86	94.24
Manufacturing	13.31	33.00	27.96	80.18	93.33	92.02
Media/Internet	11.51	17.59	7.91	77.06	97.02	97.15
Retail/e-commerce	15.50	43.50	31.84	81.01	94.67	93.61
Software	13.32	29.06	24.81	79.62	93.75	93.33

CHAPTER THIRTEEN

Appendix

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13.1 Service management terms and definitions

1 Average first assign time (AFAT)

This metric shows the average time taken for tickets to be assigned to an IT agent or a group after its initial creation. It is also known as the in-queue time, referring to the time a ticket is waiting in a queue to be assigned appropriately. Any delay in the assignment time adds to the ticket resolution time.

- **Measurement:** The sooner tickets get assigned, the better.
- **Tip:** Take the manual effort out of the process by leveraging AI and automations to automatically categorize and assign tickets to agent groups based on their availability, skills, and expertise. If you are not meeting your SLA for complete resolution time, this metric can be a diagnostic measure to understand how long the initial assignment takes.

2 Average first response time (AFRT)

This metric shows the time taken for a service desk to provide an initial response after a customer reports an incident or requests a service. In other words, it indicates how long a customer has to wait before receiving an acknowledgment.

- **Measurement:** The quicker the response, the better.
- **Tip:** Also known as the first reply time, this metric is more important than the overall response time, as it is an acknowledgment to the end user that their issue is being analyzed. If your average first response time is high, setting up canned responses along with a knowledge base can help provide a quicker first response for frequently reported issues.

3 Average resolution time (ART)

This metric shows how long it takes the IT team to completely resolve end-user requests and issues. The average resolution time is another way to gauge how strong the support team's product knowledge is, how well the service desk is staffed, and whether the team is equipped with the right solutions to resolve tickets faster.

- **Measurement:** The quicker the team resolves tickets, the better.
- **Tip:** While there is always a need for speed, the quality of support after the request is submitted will ultimately resonate with end-users. However, this metric highlights your team's efficiency, and if your time to resolution is increasing, you know something is up.

4 Customer satisfaction (CSAT)

Employees are typically the consumers or customers of service management. End-user or customer satisfaction is an indication of customer happiness with the service provided. The CSAT score is a numerical measure of customer satisfaction and is usually calculated based on a short survey that customers/end users fill out after their ticket is resolved.

- **Measurement:** The higher the CSAT percentage, the better.
- **Tip:** A higher CSAT score not only indicates greater customer satisfaction but also correlates with increased likelihood of customers recommending your business to others. Prioritize employee engagement as it significantly impacts organizational success, leading to improved productivity, reduced turnover rates, and enhanced profitability.

5 First contact resolution (FCR)

This metric shows the ability of an IT team to meet the customers' needs completely in a single interaction. It is calculated by dividing the number of tickets resolved on the first contact by the total number of tickets, multiplied by 100.

- **Measurement:** The higher the percentage, the better.
- **Tip:** By measuring FCR, you can understand how quickly your IT teams are helping their end users. If your percentage is low, you can improve it by incentivizing your agents. FCR also has a direct impact on CSAT.

6 First response SLA rate

This metric tracks how quickly agents respond to a technical issue raised via phone, email, or other channels. It is calculated by tracking the percentage of the number of tickets where the first responses were sent within the SLA divided by the total number of tickets on which the first responses were sent during a time period, multiplied by 100.

- **Measurement:** The higher the percentage, the better.
- **Tip:** A mix of chatbots and virtual agents—along with adequate staffing levels—is more likely to provide an answer within the first response SLA and increase your percentage.

7 Resolution SLA rate

This metric shows what percentage of tickets have been resolved within the SLA. It is a reflection of the IT support team's efficiency. This percentage is calculated by dividing the number of tickets that were resolved within the SLA by the total number of tickets during a time period, multiplied by 100.

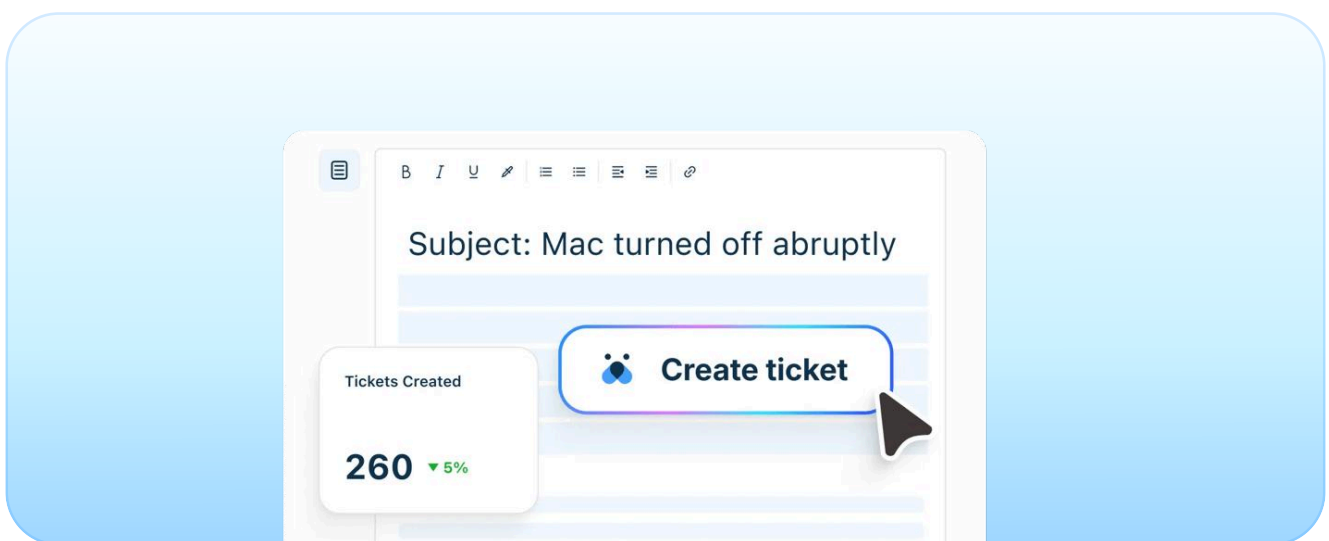
- **Measurement:** The higher the percentage, the better.
- **Tip:** This metric can help you not only understand the efficiency of your team but also evaluate your own SLAs. Setting the right SLA is critical to motivating employees and setting end-user expectations. Setting unrealistic or unachievable SLAs can demotivate your IT support team. On the other hand, setting lenient SLA policies can have a negative impact.

13.2 Benchmark your IT team

#	Metrics (KPIs)	Freshservice Benchmark 2025	Direction of positive change/impact	Your current KPIs	Your organization's aspirational benchmark for 2025
1	Customer satisfaction (CSAT)	97.83%	Higher the better		
2	Average resolution time (ART)	21.96 hours	Lower the better		
3	Average first response time (AFRT)	9.36 hours	Lower the better		
4	Average first assign time (AFAT)	15.80 hours	Lower the better		
5	First contact resolution (FCR)	74.14%	Higher the better		
6	Resolution SLA rate	96.16%	Higher the better		
7	First response SLA rate	95.99%	Higher the better		

14. About Freshworks

Freshworks Inc. (NASDAQ: FRSH) builds uncomplicated service software that delivers exceptional customer and employee experiences. Our enterprise-grade solutions are powerful, yet easy to use, and quick to deliver results. Our people-first approach to AI eliminates friction, making employees more effective and organizations more productive. Over 74,000 companies, including Bridgestone, New Balance, Nucor, S&P Global, and Sony Music, trust Freshworks' customer experience (CX) and employee experience (EX) software to fuel customer loyalty and service efficiency.



14.1 About Freshservice

Freshservice, from Freshworks Inc. (NASDAQ: FRSH), is a modern, AI-powered IT and enterprise service management platform that makes service delivery uncomplicated. It helps organizations deliver frictionless employee experiences without the burden of complexity, high costs, or lengthy implementations. Powered by Freddy AI, Freshservice streamlines incident resolution, automates routine tasks, and keeps every asset and every service running at peak performance. Trusted by 18,000+ organizations including Databricks, Carrefour, and TaylorMade, Freshservice helps IT and business teams drive faster resolution times, higher satisfaction, and reduced operational costs.

