



ANNUAL REPORT - 2025

# The Customer Service Benchmark Report 2025

Uncomplicating customer service with performance benchmarks and data-backed strategies to drive business impact.



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# Foreword



By **Mika Yamamoto**

Chief Customer and Marketing Officer  
Freshworks

## **Complexity is the enemy of efficiency and growth.**

This report's results prove this, clearly highlighting that blending sophistication with simplicity is the key to exceptional and efficient customer experiences.

For too long, customer service has been held back by bloated tools, the need for too many resources to make basic changes, and a lack of integrated data and systems. This leads to frustrated customers and fragmented experiences. These aren't just inefficiencies; they're barriers to customer satisfaction and growth.

The way out of this existence used to equate to soul-draining, costly, multi-year programs to turn things around.

Thanks to People-first AI, this is no longer the case.

What once took hours now takes seconds. First response time for tickets has dropped from over 6 hours to less than 4 minutes. Resolution times in some cases have gone from nearly 32 hours to just 32 minutes. Customer satisfaction has climbed from 89% to 99%. These aren't small gains; they signal a new way forward.

Today, the difference between good and extraordinary service comes down to one word: **uncomplicated**. At Freshworks, we believe eliminating complexity is more than a design principle; it's a way of being that is a meaningful business advantage. This Customer Service Benchmark Report 2025 is designed to deliver clear, practical insights backed by real data from global teams across industries to inform a more effective path forward.

These insights are here to guide you as you seek to achieve a higher bar for your customers and company performance. Explore what's possible with accessible and intuitive AI solutions that put people at the center, both your agents and your customers.

Customer expectations aren't standing still, and service teams shouldn't either. **Be ready for what's next.**

CHAPTER ONE

# Summary

For years, the Customer Service Benchmark Report has been the trusted resource for companies seeking to elevate their support operations. In 2025, the signal is louder than ever: the path to better outcomes starts by eliminating complexity.

This year's report introduces the **Customer Service Performance Matrix**, a practical framework for identifying where your team stands today: **Trendsetter, Performer, or Aspirant**. It's built to help you benchmark your performance metrics and chart a smarter path forward, without the burden of bloated tools or over-engineered processes.

In 2025, a new customer service playbook is emerging and here are the top trends shaping what great looks like.

## The top 3 trends shaping customer service in 2025

### TREND 1

#### **AI in customer service moves from trial to traction, driving tangible business outcomes.**

From automating routine tasks to personalizing interactions and boosting efficiency, companies that have embraced AI are already seeing results, while others scramble to catch up.

##### **Did you know?**



**32%**

of customer service practitioners already use AI for customer support.



**47%**

of companies that don't use AI currently, plan to implement it in 2025.

Source: Freshworks Customer Survey

### TREND 2

#### **The frontline gets smarter; Agentic AI drives automated resolutions in real-time conversations.**

Today's customers expect quick, hassle-free service. Leading brands are meeting them where they are: delivering real-time support through WhatsApp, Instagram, Facebook, and other channels. It's the kind of speed and ease modern customers expect.

## Did you know?



Trendsetters maintain response times under **20 seconds** across messaging channels, and resolve most queries in under **2 minutes**.

### TREND 3

## Modern support teams strike the right balance between responsiveness and resolution depth.

Exceptional support isn't one-size-fits-all. Top teams combine instant messaging for fast resolutions with structured case management for deeper problem-solving.

## Did you know?



# 10s

First Response Time reported by Trendsetters for conversations, shows that messaging is highly effective in driving responsiveness.



# Almost 100%

Resolution rate is also reported by Trendsetters for ticketing, highlighting its strength in handling complex cases.

And there's more. This report includes **industry-specific customer service strategies** that deliver tailored insights to help you better support your customers. You'll also find real-world inspiration from Freshworks customers who've turned customer service into a competitive edge. Their success stories, practical approaches, and measurable results, like reducing churn and driving growth, offer lessons for every organization.

Whether you're just starting out or fine-tuning a high-performing team, the **Customer Service Benchmark Report 2025** is your roadmap to customer service excellence.

Let's redefine what's possible together.

CHAPTER TWO

# Data set and methodology

This is **one of the most extensive studies of customer service metrics**, analyzing data from more than **32,000 companies, 1.2 billion tickets, and 138 million customer conversations**. The Customer Service Benchmark Report 2025 is based on anonymized and aggregated usage data from our customer service products between January and December 2024, combined with an annual survey of over 100 practitioners and multiple other cohort-based surveys.

The report introduces the **Customer Service Performance Matrix**, which classifies performance metrics into three tiers:



## Trendsetters

Top 20th percentile of performance metrics achieved by the companies analyzed



## Performers

Median of performance metrics achieved by the companies analyzed



## Aspirants

Performance benchmarks from the remaining companies in the dataset

In addition, the report offers separate **performance benchmarks for Ticketing and Conversational support mediums**, recognizing the different ways support teams manage different types of customer queries.

Outlier data points were removed to improve accuracy and ensure findings are precise, actionable, and representative of Freshworks customers across industries, regions, and company sizes.

CHAPTER THREE

# The Customer Service Performance Matrix

## Benchmark your position. Discover your potential.

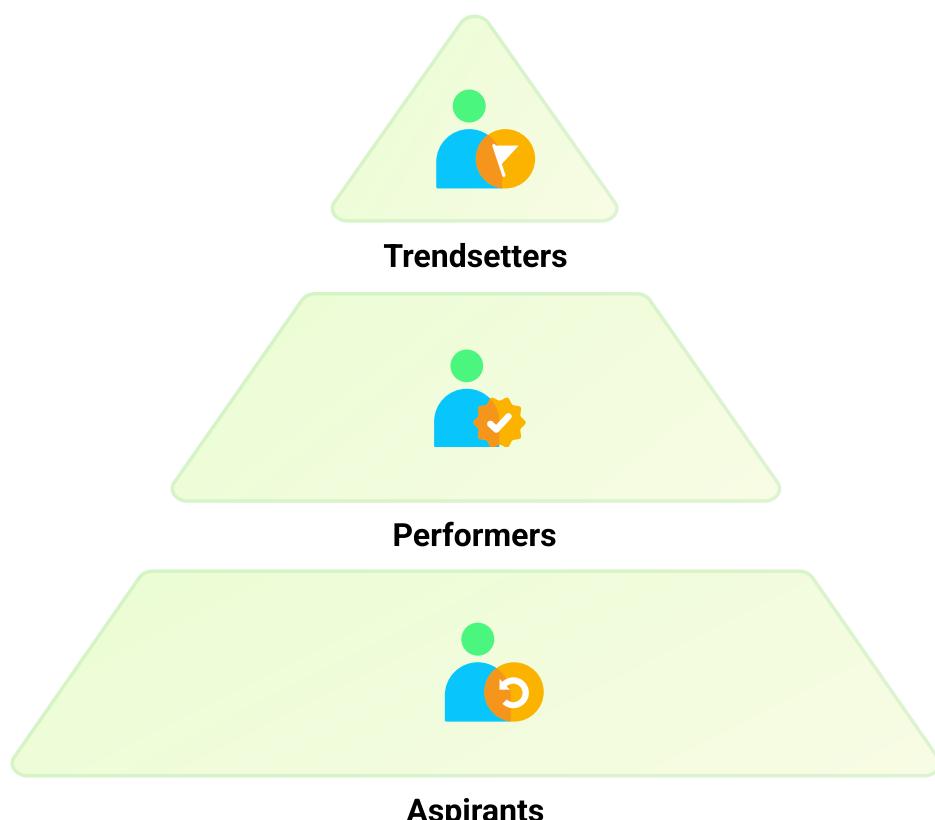
You already know great customer service is about creating experiences that make customers feel valued and heard. But how do you know if you're doing it well? Are you meeting expectations? How do you compare to others in your industry?

These are questions every business should ask and answer.

That's where the Customer Service Performance Matrix comes in. It's your navigational tool in a fast-moving landscape—backed by data, grounded in real-world benchmarks, and built to help you evolve. It gives you the clarity to understand where you are today, and the confidence to act on what's next.

## How to use the Customer Service Performance Matrix?

Every support team is on a different journey. Some are just laying the foundation with metrics and workflows. Others are optimizing at scale, powered by AI and automation. Wherever you are, the Matrix helps you benchmark performance across response times, resolution rates, and customer satisfaction against peers in your industry, region, and size.



This Matrix will help you understand your current position across various metrics and uncover opportunities to improve performance. For example, you may be a Trendsetter when it comes to Response Time and a Performer when it comes to CSAT.

Implement the recommendations from this report to improve performance across your key metrics.



## What can the Customer Service Performance Matrix do for you?

### 1 Understand your starting point

Get a clear, honest view of where your customer service stands today. Whether you're a **Trendsetter**, **Performer**, or **Aspirant**, the Matrix shows you the benchmarks that put your performance in context.

### 2 Set goals that work

Stop guessing what "good" looks like. Use real data to set goals that are both ambitious and achievable. If the industry average for customer satisfaction is **85%**, why not aim for **90%**? The Matrix helps you aim higher and hit your targets.

### 3 Take action with confidence

Data is only powerful if you act on it. The Matrix highlights your strengths and reveals opportunities for growth, so you can focus on what really moves the needle. That might mean training your team, upgrading tools, or refining your processes.

### 4 Make a strong case for investment

Need to justify a new initiative or budget? The Matrix gives you the evidence to show how improving customer service drives real results. It's not just about spending, it's about investing in what matters most to your customers.

CHAPTER FOUR

# Top trends in 2025

## AI in customer service moves from trial to traction, driving tangible business outcomes.

Much has changed since 2023, when generative AI was first introduced. Today, especially in customer service, **AI has evolved from a novelty to a necessity for top-performing teams. It is no longer the future; it's the present.**

### Did you know?



**32%**

of customer service practitioners already use AI for customer service.



**47%**

of companies that haven't adopted AI yet, plan to implement it in 2025.

Source: Freshworks Customer Survey

Let's uncomplicate AI strategies, why companies adopt AI and how you can too.

### Why use AI for customer service?

For years, customer service teams have grappled with rising ticket volumes, repetitive queries, and overworked agents. Scaling operations typically meant hiring more people - an expensive and unsustainable solution.

### Did you know?



**53%**

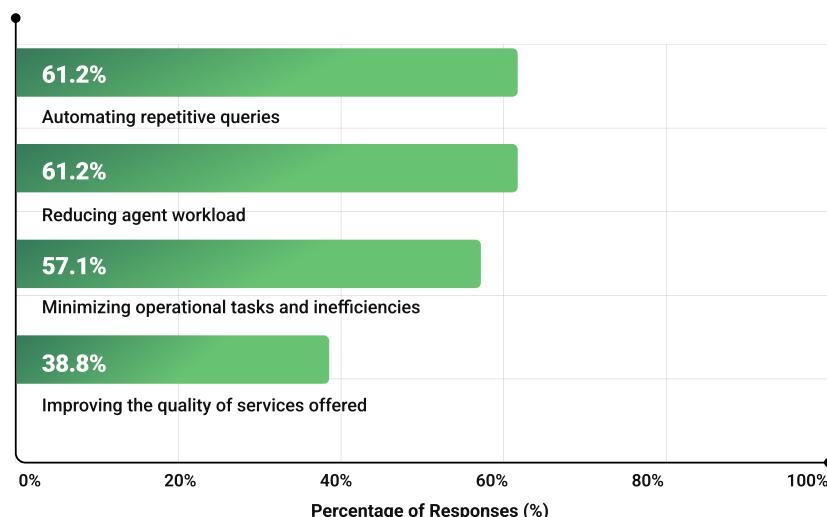
of customer service practitioners say their top challenge in 2025 is managing growing ticket volumes without significantly increasing headcount.

Source: Freshworks Customer Survey

### AI is changing that equation.

We asked Freshworks customers where they're seeing the biggest impact of AI in 2025. Their responses confirm what high-performing teams already know: **AI is a strategic advantage.**

## Where Freshworks customers see the biggest impact of AI in customer service



From automating repetitive queries to reducing agent workloads, AI is helping businesses operate more efficiently while maintaining high quality.

Let's explore how top teams are making the most of AI. 🚀

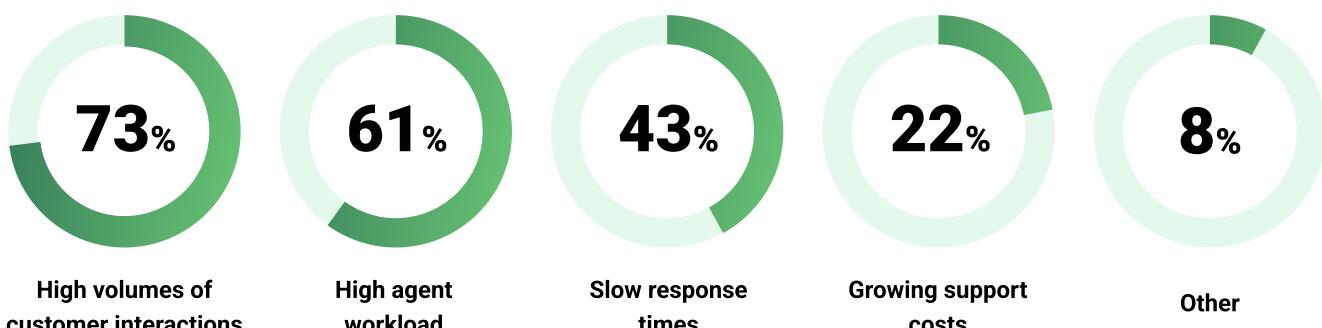
### 4.1 AI agents to reduce agent workload

**Automate the bulk of incoming repetitive queries with AI agents.**

Support teams are often overwhelmed with repetitive queries like password resets, order status updates, refund policies, and more. Handling these queries manually eats up agent time and delays responses for more complex issues.

Freddy AI Agent helps support teams by automating Level 0 (L0) queries, deflecting frequently asked questions, and freeing agents to focus on what matters most. We asked businesses what challenges they're solving with Freddy AI Agents. Here's what they shared:

**Top business challenges teams aim to solve with Freddy AI Agent by percentage of responses**



## Train AI agents on knowledge sources for smarter resolutions

To deliver fast, accurate answers consistently, AI agents need to be trained on reliable knowledge sources. The more connected they are to current content, the better they understand customer intent, surface relevant responses, and resolve issues without human help.

With Freshworks, you can train AI agents using solution articles, FAQs, and internal documentation and keep them evolving as your content grows. The result? Faster, more consistent resolutions at lower costs; without compromising customer experience.

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موارد القابضة  
MAWARID HOLDING

Business Services

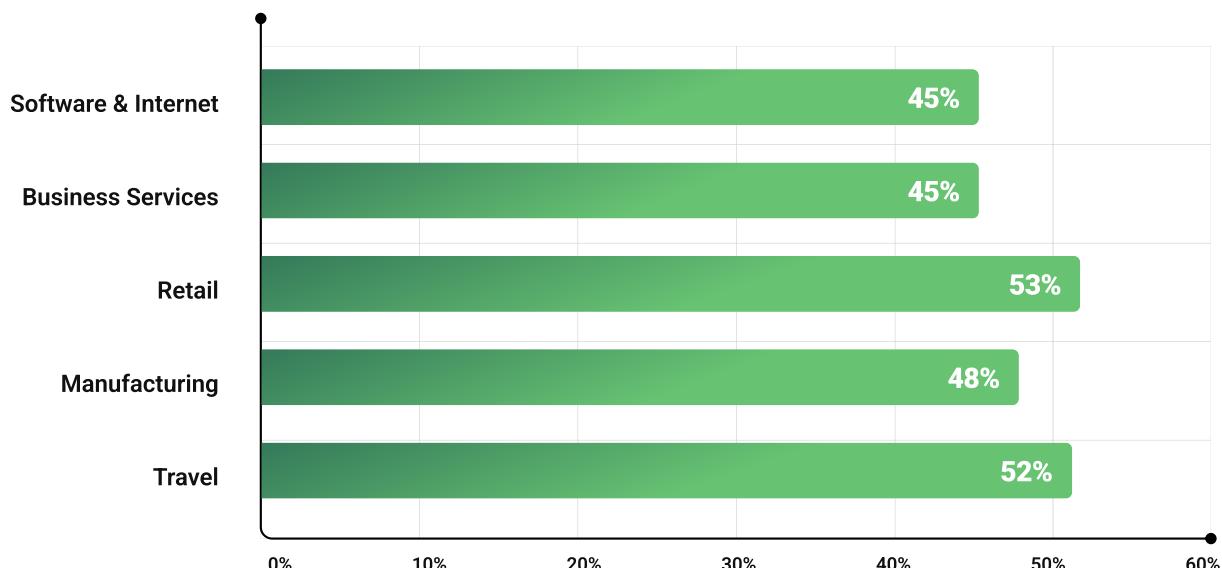
The **Freddy AI Agent** has positively impacted my service experience by providing quick responses, especially for basic inquiries. It has **reduced response times significantly**, improving efficiency and saving time. For example, what used to take 5–10 minutes to resolve with a human agent can now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

Lama Salloum, Engineer

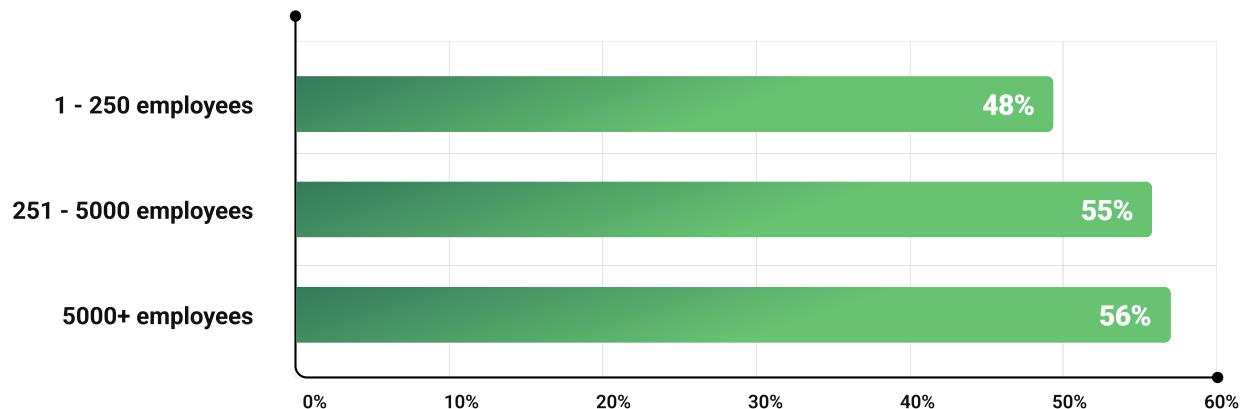
## Impact of AI agent adoption: Performance benchmarks

Businesses across industries, regions, and sizes are seeing results from AI-powered deflection. Here's how AI agents are driving measurable impact:

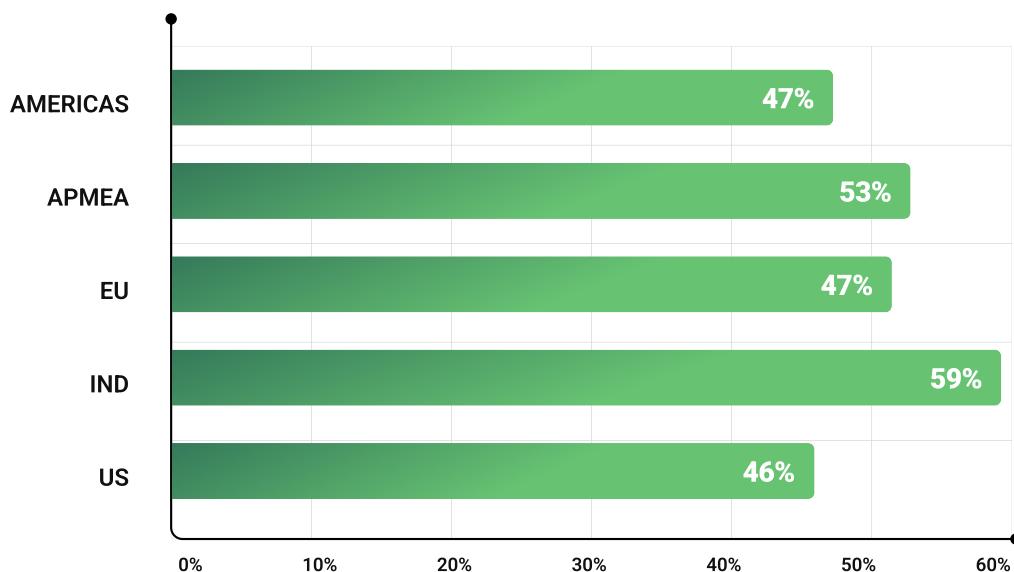
### Freddy AI Agent Deflection Rates by Industry



## Freddy AI Agent Deflection Rates by Company Size



## Freddy AI Agent Deflection Rates by Region



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 FairMoney

Fintech

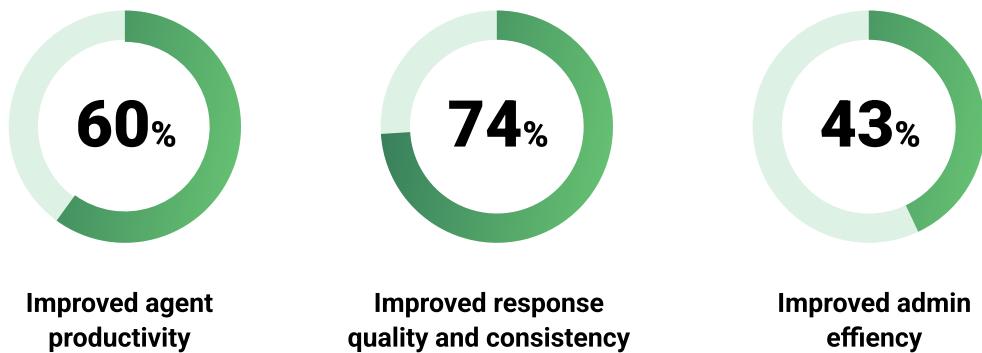
Freddy AI Agent has significantly enhanced our organization's efficiency and customer satisfaction by streamlining support operations. Since its implementation, we've seen a **35% reduction in ticket volume**, as customers can now resolve common issues through the self-service portal. This has also led to a **20% improvement in response times**, allowing our support team to focus on more complex queries. Additionally, **customer satisfaction scores have risen by 15%** due to faster resolutions and the convenience of self-service options. Overall, Freddy AI Agent has been a key factor in optimizing both customer and team experiences.

Cindy Wooi, Call Center Manager

## 4.2 AI Copilot, right next to your Agents

Freddy AI Copilot is the assistant your agents need to uncomplicate their daily tasks. It summarizes issues, suggests relevant answers, and helps your agents with the next steps, helping them resolve more queries in less time and deliver rapid impact.

### The biggest benefits users have seen using Freddy AI Copilot by percentage of responses



Source: Freshworks Customer Survey

### Assist your agents in grasping issues in seconds

Agents often waste valuable time scrolling through long conversations, manually piecing together key details before they can even resolve an issue. This leads to fatigue and slows down response times.

With **Freddy AI Copilot's Summarizer**, lengthy exchanges are automatically condensed into clear, actionable summaries. Agents can instantly grasp customer concerns and respond faster, rather than sifting through messages, leading to increased speed.

#### Did you know?



**56%**

of agents' time is saved on tickets with Freddy AI Copilot Summarizer.

Source: Freshworks Customer Survey

## Help your agents craft high-quality responses in seconds

As businesses scale, maintaining consistently high-quality responses becomes challenging. Each agent has their own writing style and tone, and refining responses can take up valuable time.

**Freddy AI Copilot's Writing Assistant** suggests clear, concise, and professional responses, helping agents reply faster while ensuring quality and consistency. This can also make your new agents feel more confident while on the job.

### Did you know?



**67%**

of agents report **improved response quality and consistency** with Freddy AI Copilot.

Source: Freshworks Customer Survey

## Suggest Solution Articles and Similar Tickets to help agents resolve queries faster

Agents often spend extra time searching for the right solution, digging through past tickets or knowledge base articles, before they can resolve an issue.

With **Freddy AI Copilot's Solution and Similar Tickets Suggester**, agents get instant recommendations from relevant solution articles and similar past tickets. This means they can quickly access proven resolutions, apply fixes faster, and reduce back-and-forth with customers. By eliminating guesswork, Freddy AI helps agents resolve queries with confidence, boosting efficiency and customer satisfaction.

### Did you know?



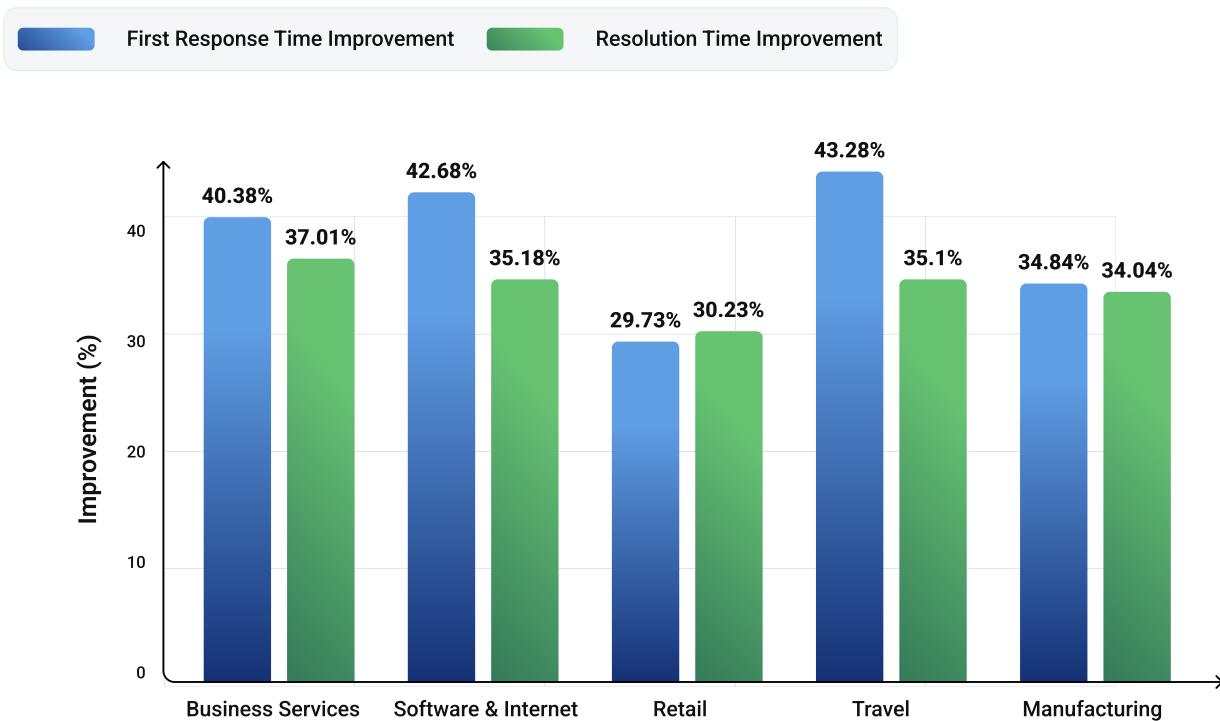
**28%**

of agents use Freddy AI Copilot **daily**.

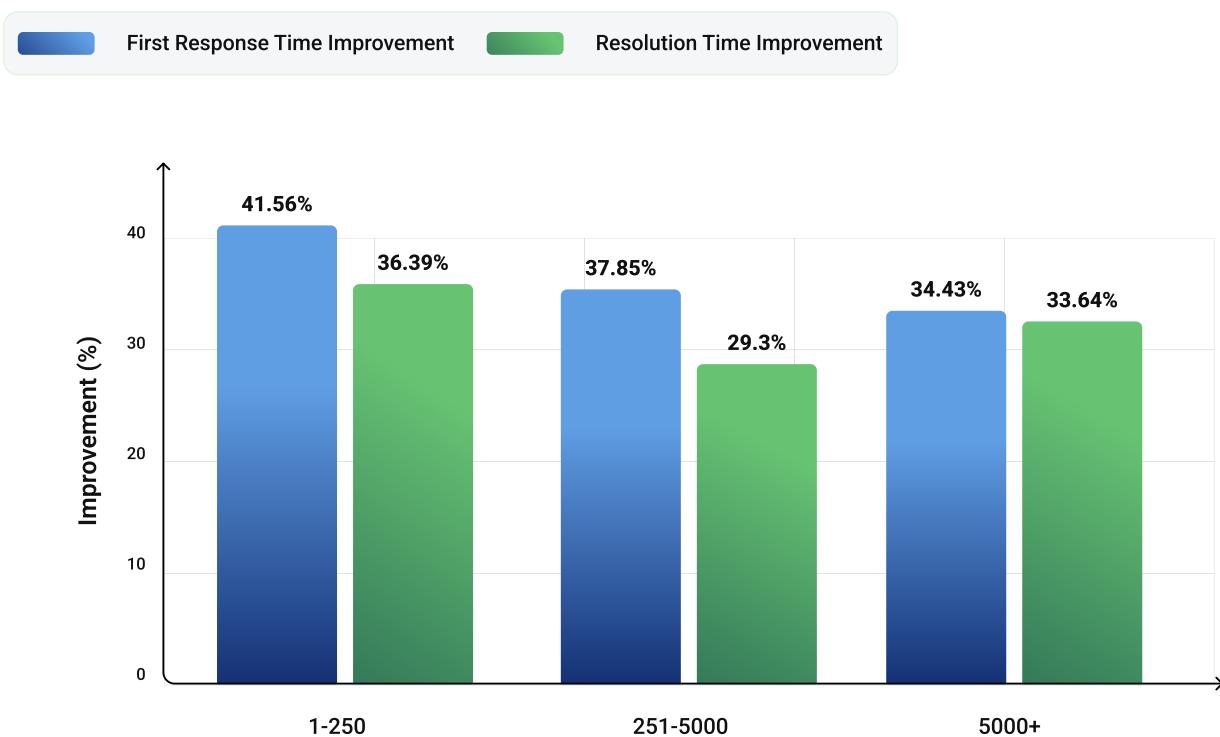
Source: Freshworks Customer Survey

The results of adopting AI Copilot have shown great potential for businesses. Below are trends that our customers have seen in their Response and Resolution time improvements when they use Freddy AI Copilot:

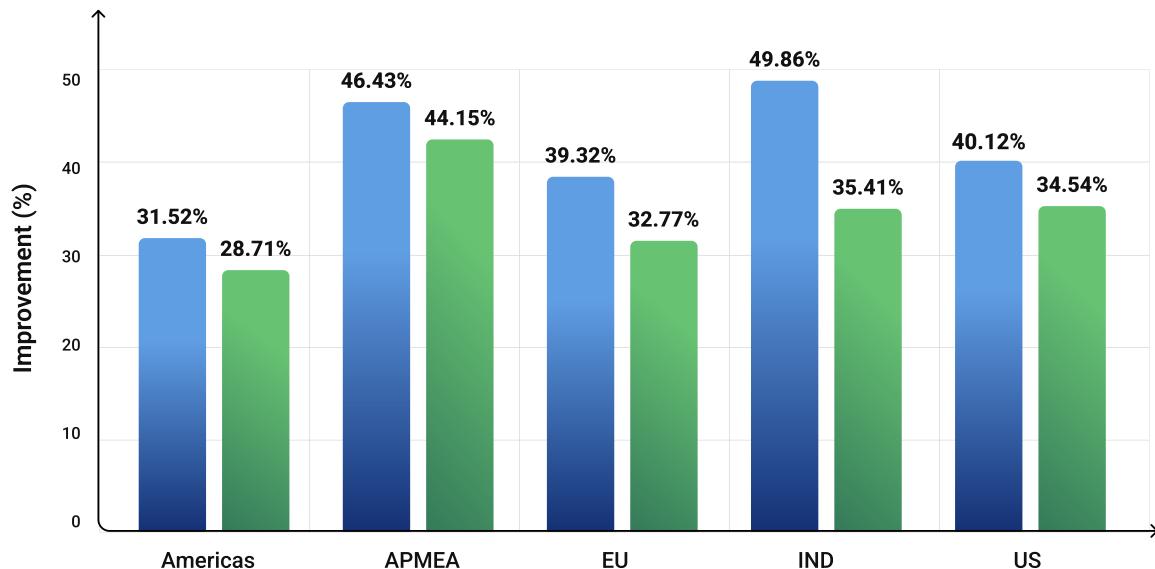
## Impact of Freddy AI Copilot on First Response & Resolution Time by Industry



## Impact of Freddy AI Copilot on First Response & Resolution Time by Employee Size



## Impact of Freddy AI Copilot on First Response & Resolution Time by Region



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Retail and eCommerce

Instead of sifting through long conversations (some as long as 40 emails), Freddy AI's Summarizer allows agents to quickly recap a customer's previous interactions, while Tone Enhancer helps them come across in the correct manner.

Cindy Wooi, Call Center Manager

**CORICRAFT**



### Pro tips for making the most of AI

- 1 Scale support across chat, email, and social without increasing workload.**  
Whether it's chat, email, social, or WhatsApp, meet customers where they are. With Freshworks, you can deploy AI agents across all key channels for always-on, scalable support that doesn't increase workload.
  
- 2 Turn forum discussions into fuel for AI**  
Use Freddy AI Copilot to summarize community threads into knowledge snippets that help your AI agents learn from real user experiences, so they can handle even the tricky, long-tail questions.

## The frontline gets smarter; Agentic AI drives automated resolutions in real-time conversations.

Speed and convenience are non-negotiable in today's customer interactions, and modern support teams are rising to the challenge through messaging channels. Whether through web widgets, mobile apps, or platforms like WhatsApp and Instagram, these channels offer a seamless way to connect with brands in their daily digital lives.

Messaging-first support isn't just about being accessible. It's about delivering rapid resolutions without sacrificing customer satisfaction. With response times often measured in seconds and resolutions in minutes, top teams are setting new benchmarks for efficiency and effectiveness.

The data below highlights performance across leading messaging channels:

Trendsetter Benchmarks across Messaging Channels

Metric/Channel	Web Widget	WhatsApp	Mobile app	Facebook	Instagram
First Response Time	10s	18s	8s	4s	14s
Resolution Time	3m 45s	1m 14s	2m 1s	1m 12s	1m 21s
First Contact Resolution Rate	97.53%	97.34%	96.60%	97.53%	97.66%
CSAT	Almost 100%	95.63%	96.15%	-	97.92%

### Did you know?



**83%**

of Trendsetters and Performers offering conversational support use AI agents to achieve the highest resolution rates.



## Key takeaways

- **Ultra-fast first response times:** Trendsetters maintain response times **under 20 seconds** across messaging channels, with Facebook being the fastest, clocking in at just **4 seconds**.
- **Resolutions under four minutes:** WhatsApp (1 minute 14 seconds) and Facebook (1 minute 12 seconds) lead in speed while maintaining high efficiency.
- **Consistently high satisfaction:** First Contact Resolution rates above **95%**, and CSAT nearing **100%**, prove that messaging channels can deliver seamless, high-quality support.

### Which messaging channels should you prioritize?

Modern customer service teams are doubling down on messaging, but with so many options, **where should you focus?** The following benchmarks break down performance across five popular platforms to help you decide:

#### 1 Web Widget

Customer Service Performance Matrix for Web Widget

Metric	Trendsetter	Performer	Aspirant
First Response Time	10s	28s	1m 43s
Resolution Time	3m 45s	12m 3s	51m 14s
First Contact Resolution Rate	97.53%	83.37%	64.11%
CSAT	Almost 100%	97.22%	91.68%

## 2 WhatsApp

Customer Service Performance Matrix for WhatsApp

Metric	Trendsetter	Performer	Aspirant
First Response Time	18s	1m 49s	12m 12s
Resolution Time	1m 14s	9m 59s	55m 1s
First Contact Resolution Rate	97.34%	75.83%	54.60%
CSAT	95.63%	88.86%	76.19%

## 3 Mobile App

Customer Service Performance Matrix for Mobile App

Metric	Trendsetter	Performer	Aspirant
First Response Time	8s	38s	4m 59s
Resolution Time	2m 1s	7m 54s	25m 57s
First Contact Resolution Rate	96.60%	76.94%	58.50%
CSAT	96.15%	89.66%	79.75%

## 4 Instagram

Customer Service Performance Matrix for Instagram

Metric	Trendsetter	Performer	Aspirant
First Response Time	14s	45s	3m 29s
Resolution Time	1m 21s	11m 29s	2h 3m
First Contact Resolution Rate	97.66%	82.43%	63.54%
CSAT	97.92%	77.92%	50.71%

## 5 Facebook Messenger

Customer Service Performance Matrix for Facebook Messenger

Metric	Trendsetter	Performer	Aspirant
First Response Time	4s	1m 4s	9m 25s
Resolution Time	1m 12s	11m 6s	1h 38m
First Contact Resolution Rate	97.53%	82.11%	62.14%

# Best practices for support on messaging channels

## 1 Prioritize speed, without compromising quality

- Aim to meet Trendsetter-level response times.
- Use automation and AI for FAQs and leave agents free to handle complex requests.

## 2 Match channels to use cases, here are a few examples

- **Web Chat:** Best for real-time queries and pre-sales support.
- **WhatsApp:** Ideal for ongoing customer relationships and transactional updates.
- **Instagram & Social:** Great for public engagement and brand reputation management.
- **Mobile Apps:** Effective for in-app support and contextual assistance.

## 3 Optimize for First Contact Resolution (FCR)

- Give agents full customer context and history before-hand.
- Use AI to suggest solution articles that help agents resolve queries faster.

## 4 Personalize conversations with context

- Integrate messaging with CRM and helpdesk tools to provide relevant, personalized responses.
- Use customer history to anticipate needs and avoid asking for repeated information.

## 5 Set clear expectations

- Automate “We’ll get back to you” messages when agents are unavailable.
- Use SLAs and response time targets to maintain consistency across channels.

## 6 Make cross-channel conversations seamless

- Allow customers to switch between messaging channels without losing context.
- Maintain a unified inbox for agents to track interactions across platforms.

## 7 Balance automation and human touch

- Use AI agents for FAQs, but make it easy for customers to escalate to a human agent when needed.
- Train agents to take over seamlessly from AI-driven interactions.

## Modern support teams strike the right balance between responsiveness and resolution depth.

Messaging has become the go-to medium for fast, efficient customer service, delivering quick resolutions and high satisfaction that modern customers expect. Meanwhile, traditional channels like tickets remain essential for managing more complex or detailed queries.

To provide the best customer experience in 2025, teams should adopt an omnichannel strategy to optimize response and resolution times based on the nature of each query.

## Performance Benchmarks by Medium

### 1 Performance Benchmarks for Conversations

Use these benchmarks to measure and improve performance in real-time customer interactions.

Customer Service Performance Matrix for Conversational Support

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	13s	7m 16s
First Response Time	10s	41s	4m 42s
Resolution Time	2m 7s	10m 2s	41m 39s
CSAT	99.58%	96.22%	88.40%
First Contact Resolution Rate	97.83%	83.32%	63.54%
First Response SLA Compliance	91.08%	71.74%	37.67%

## 2 Performance Benchmarks for Ticketing

Use these benchmarks to evaluate performance in managing complex or multi-step queries via tickets.

**Customer Service Performance Matrix for Ticketing**

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	Instantaneous	2h 10m
First Response Time	3m 10s	1h	7h 4m
Resolution Time	31m 59s	6h 15 m	36h 3m
Average Response Time	5m 35s	1h 22m	8h
Response SLA Compliance	39%	15%	5%
Resolution SLA Compliance	98%	92%	73%
First Contact Resolution Rate	38%	18%	6%
Next Response SLA Compliance	92%	82%	66%
CSAT	98.90%	87.70%	62.70%
Resolution Rate	Almost 100%	Almost 100%	94%
Reopen Rate	1%	5%	14%

Now that we've explored the performance benchmarks for different mediums of support, let's dive deeper into how these metrics break down across different business segments.

## Performance Benchmarks by Company Size

**Whether you're a small company, a growing business or an established enterprise,** understanding how your performance compares to peers in your segment is critical to identifying opportunities for improvement. In the next section, we'll uncover ticketing and conversational support benchmarks, providing actionable insights to help you optimize your customer service strategy, regardless of size or scale.

### 1 Small companies (0 - 250 employees)

Customer Service Performance Matrix for Small Companies using Ticketing

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	7s	2h 24m
First Response Time	3m 32s	1h 3m	7h 21m
Resolution Time	35m 34s	7h 5m	39h 12m
Average Response Time	6m 29s	1h 27m	8h 12m
Response SLA Compliance	42%	16%	3%
Resolution SLA Compliance	98%	93%	76%
First Contact Resolution Rate	39%	19%	6%
Next Response SLA Compliance	93%	82%	66%
CSAT	Almost 100%	87.70%	63.70%

### Customer Service Performance Matrix for Small Companies using Conversations

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	18s	7m 15s
First Response Time	11s	55s	7m 55s
Resolution Time	1m 54s	10m 2s	40m 14s
CSAT	Almost 100%	96.54%	89.05%
First Contact Resolution Rate	98.06%	84.08%	63.58%
First Response SLA Compliance	91.24%	72.37%	39.51%

## 2 Growing companies (250 - 5000 employees)

### Customer Service Performance Matrix for Growing Companies using Ticketing

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	Instantaneous	1h 39m
First Response Time	2m 31s	53m 16s	6h 27m
Resolution Time	25m 5s	5h 1m	31h 50m
Average Response Time	4m 12s	1h 10m	7h 26m
Response SLA Compliance	36%	12%	5%
Resolution SLA Compliance	97%	91%	65%
First Contact Resolution Rate	35%	15%	6%
Next Response SLA Compliance	91%	80%	67%
CSAT	97.50%	88.00%	61.10%

### Customer Service Performance Matrix for Growing Companies using Conversations

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	11s	9m 4s
First Response Time	10s	36s	2m 52s
Resolution Time	2m 32s	9m 9s	29m 34s
CSAT	98.75%	95.15%	85.79%
First Contact Resolution Rate	97.74%	81.88%	62.16%
First Response SLA Compliance	91.08%	69.85%	33.49%

### 3 Enterprises (5000+ employees)

### Customer Service Performance Matrix for Enterprises using Ticketing

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	Instantaneous	4h 34m
First Response Time	4m 33s	1h 17m	7h 50m
Resolution Time	44m 38s	7h 11m	36h 49m
Average Response Time	7m 16s	1h 40m	8h 50m
Response SLA Compliance	37%	17%	3%
Resolution SLA Compliance	97%	90%	62%
First Contact Resolution Rate	38%	18%	5%
Next Response SLA Compliance	91%	82%	53%
CSAT	97.5%	87.7%	60%

## Customer Service Performance Matrix for Enterprises using Conversations

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	5s	4m 3s
First Response Time	7s	20s	1m 21s
Resolution Time	1m 58s	12m 42s	2h 4m
CSAT	99.44%	95.83%	88.30%
First Contact Resolution Rate	93.26%	79.68%	63.44%
First Response SLA Compliance	88.74%	65.90%	35.83%



### Key takeaways

1 Instant messaging provides the speed and efficiency customers expect, and businesses are making it a priority.

- Messaging channels (e.g., WhatsApp, Instagram, Facebook Messenger) lead in speed and customer satisfaction.
- Trendsetters in conversational support achieve instant assignment with a First Response Time of 10 seconds, setting the benchmark for speed.

## 2 Case management through tickets remains essential for complex issues

- While messaging dominates in speed, email and ticketing systems are crucial for handling more intricate customer issues.
- Trendsetters resolve tickets in under an hour on average, with a 97% Resolution SLA or above, proving their efficiency in managing complex cases.

## 3 Huge performance gaps = Growth opportunities

- Conversational Support: Aspirants take 41 minutes 39 seconds to resolve issues, 20x longer than Trendsetters (2 minutes 7 seconds).
- Ticketing Support: Aspirants take up to 36 hours to resolve tickets, whereas Trendsetters manage it in 32 minutes.

## 4 Operational efficiency drives leadership

- Trendsetters maintain high First Response SLA compliance and low reopen rates, balancing speed and quality.
- Aspirants struggle with SLAs and high reopen rates, pointing to inefficiencies in resolution processes.

## 5 Actionable insights for 2025

- **Conversational support:** Invest in AI agents to reduce First Response and Resolution Times.
- **Ticketing support:** Improve First Contact Resolution rate and SLA compliance through AI Copilot for human agents.
- **Cross-channel optimization:** Use the Performance Matrix to identify weaknesses and align strategies with benchmark data.

CHAPTER FIVE

# AI in action

How AI is transforming customer service  
across key industries

## 5.1 Retail and eCommerce: AI agents are driving scalable self-service, reducing wait times and agent workload

### How do top Retail and eCommerce companies compare?

In 2024, Retail & eCommerce businesses navigated rising customer expectations for instant, seamless support. Let's take a closer look at how Trendsetters in the industry stack up against Aspirants across both Ticketing and Conversational support.

#### 1 Performance Benchmarks for Ticketing

Customer Service Performance Matrix for Retail and eCommerce using Ticketing

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	Instantaneous	7h 21m
First Response Time	3m 3s	1h 29m	8h 24m
Resolution Time	44m 16s	8h	41h 8m
Average Response Time	6m 7s	1h 51m	8h 55m
Response SLA Compliance	40%	19%	6%
Resolution SLA Compliance	99%	93%	78%
First Contact Resolution Rate	38%	23%	11%
Next Response SLA Compliance	94%	84%	72%
CSAT	94.1%	82.6%	52.4%
Resolution Rate	Almost 100%	Almost 100%	99%
Reopen Rate	3%	8%	16%

## 2 Performance Benchmarks for Conversations

Customer Service Performance Matrix for Retail and eCommerce using Conversations

Metric	Trendsetter	Performer	Aspirant
First Assign Time	5s	1m 9s	13m 40s
First Response Time	12s	1m 5s	12m 19s
Resolution Time	2m 3s	12m 7s	1h 8m
CSAT	99.05%	95.92%	90.43%
First Contact Resolution	93.95%	82.43%	68.12%
First Response SLA %	87.70%	64.90%	37.31%

The biggest advantage for Retail companies: **AI agents**

### Did you know?



**53%**

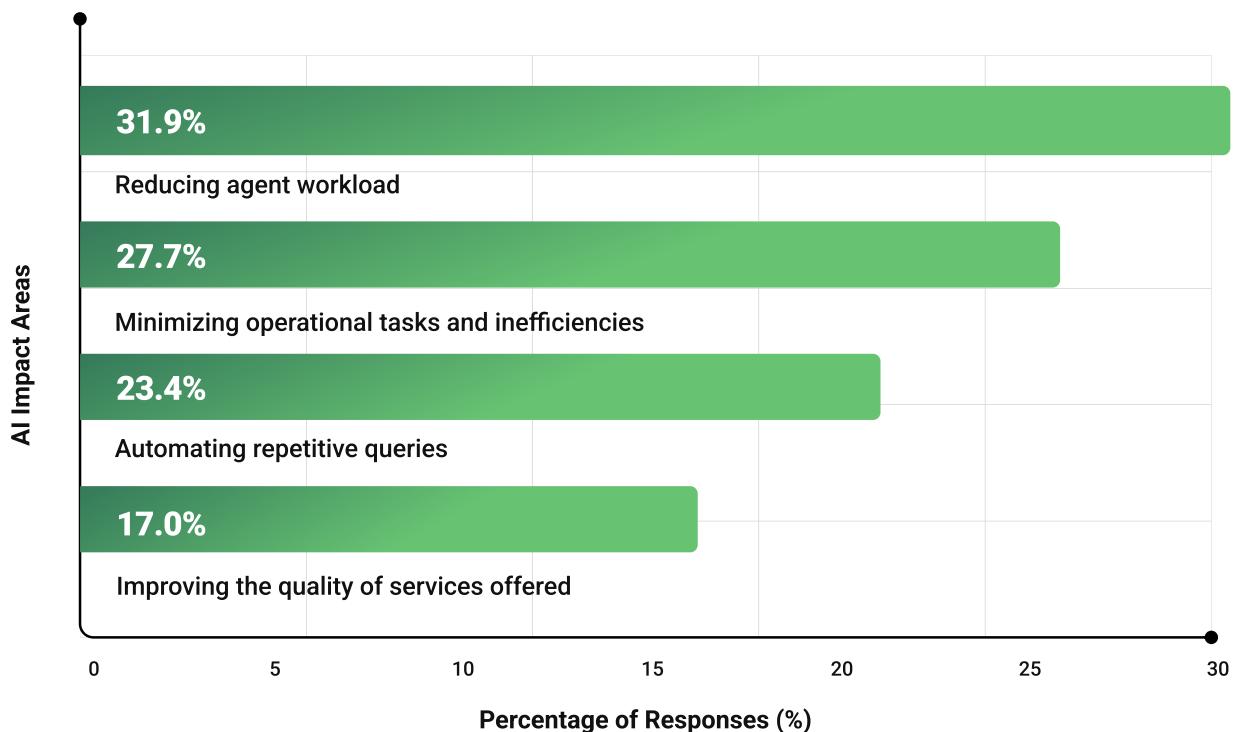
of queries received by retail companies in 2024, were deflected by Freddy AI Agents.

The retail industry is seeing the highest deflection rates across industries, where more customer inquiries are being resolved without agent intervention; driving both efficiency and scalability.

AI agents not only reduce operational costs but also allow retail businesses to scale their support teams without increasing headcount. AI is making a measurable difference in retail customer service, driving improvements across key performance areas.

To understand this, we asked Retail and eCommerce practitioners where they see the biggest impact of AI in 2025, and here's what they shared:

### Where Retail companies see the biggest impact of AI in customer service in 2025



AI agents have become non-negotiable in the retail industry. Companies that are adopting AI agents are seeing exponential benefits, and the latter are racing towards adopting AI agents in 2025.

## 5.2 Software and Internet: AI Copilot is enhancing agent productivity with faster, more contextual support

### How do top Software and Internet companies compare?

Customer service in the Software and Internet industry is fast-paced. Support teams are responsible for managing high volumes of technical queries that demand speed and precision. Let's take a closer look at how Trendsetters in the industry compare to Aspirants across both ticketing and conversational support.

#### 1 Performance Benchmarks for Ticketing

Customer Service Performance Matrix for Software and Internet companies using Ticketing

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	Instantaneous	2h 2m
First Response Time	2m 20s	46m 51s	6h 10m
Resolution Time	38m 6s	7h 14m	42h 30m
Average Response Time	4m 40s	1h 8m	7h 17m
Response SLA Compliance	41%	14%	3%
Resolution SLA Compliance	99%	93%	77%
First Contact Resolution Rate	39%	19%	4%
Next Response SLA Compliance	92%	82%	62%
CSAT	98.4%	88.8%	65.9%
Resolution Rate	Almost 100%	Almost 100%	97%
Reopen Rate	1%	4%	13%

## 2 Performance Benchmarks for Conversations

Customer Service Performance Matrix for Software and Internet companies using Conversations

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	15s	5m 10s
First Response Time	10s	32s	2m 40s
Resolution Time	2m 34s	11m 8s	60m 1s
CSAT	99.71%	96.98%	88.24%
First Contact Resolution	96.64%	79.10%	58.67%
First Response SLA Compliance	91.39%	75.45%	43.28%

The biggest advantage for Software and Internet companies:  
**AI Copilot**

### Did you know?



**44%**

of Software and Internet companies use AI Copilot in at least 50 tickets per month.

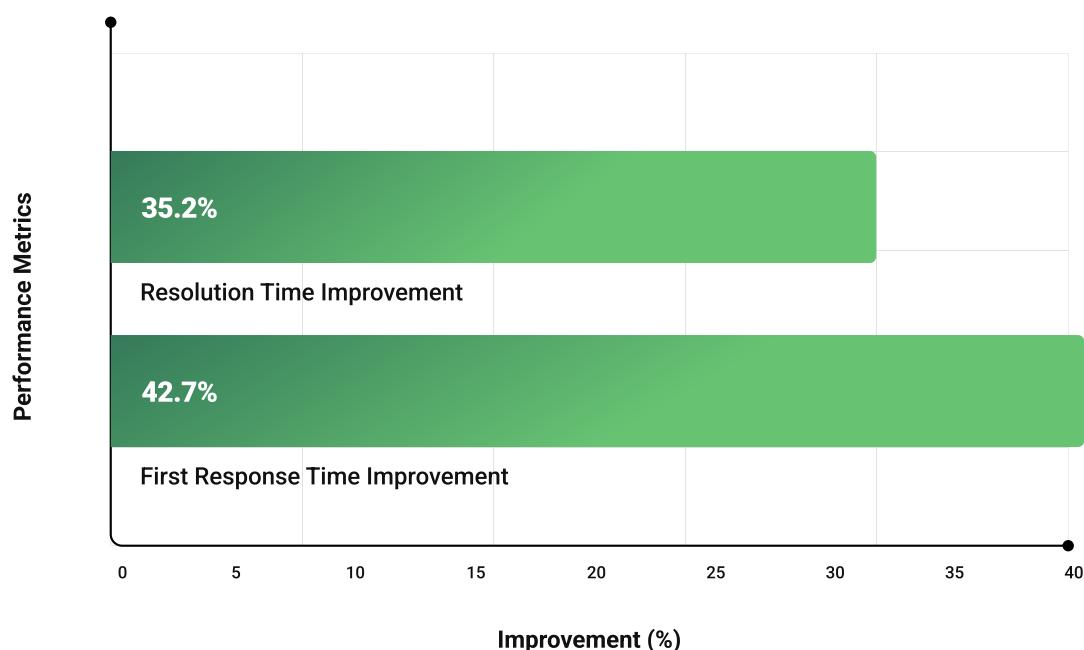
As the industry shifts toward AI-assisted support, Software and Internet companies are leading the way in AI adoption. By helping agents generate faster, more accurate responses, Freddy AI Copilot reduces cognitive load and boosts operational efficiency.

## Why Freddy AI Copilot is a game changer

- **Faster responses:** Enables agents to respond instantly to technical queries, improving both speed and quality.
- **Smarter support at scale:** Assists with surfacing relevant knowledge base articles as response suggestions, especially for complex use cases.
- **Better agent experience:** Reduces manual work to help agents focus on building customer relationships, rather than handling repetitive tasks.

These improvements translate to measurable performance gains across both conversational and ticketing metrics, solidifying AI's role as a competitive edge in 2025.

### Performance gains from Freddy AI Copilot



- **First Response Time has improved by 42.7%** for companies using Freddy AI Copilot, helping reduce wait times and boosting customer satisfaction.
- **Resolution Time is down by 35.2%**, allowing teams to resolve complex issues faster and ease operational bottlenecks.

As AI adoption accelerates, Software and Internet companies leveraging AI Copilot are gaining a distinctive edge by delivering faster, smarter, and more efficient service.

## 5.3 Business Services: AI-powered resolutions and AI-assisted workflows are enabling service teams to surpass all business KPIs

### How do top Business Services companies compare?

In 2025, leaders in the Business Services sector are relying on AI to streamline workflows. And with good reason. **90% of practitioners report that repetitive tasks prevent agents from focusing on high-value issues.** Let's see how Trendsetters outperform Aspirants, and how AI is driving that success.

#### 1 Performance Benchmarks for Ticketing

Customer Service Performance Matrix for Business Service companies using Ticketing

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	10s	2h 41m
First Response Time	2m 16s	1h 8m	8h 7m
Resolution Time	38m 34s	7h 10m	38h 52m
Average Response Time	5m 27s	1h 39m	9h
Response SLA Compliance	44%	20%	5%
Resolution SLA Compliance	98%	93%	82%
First Contact Resolution Rate	35%	22%	7%
Next Response SLA Compliance	91%	76%	48%
CSAT	99.5%	87.5%	63.6%
Resolution Rate	Almost 100%	Almost 100%	96%
Reopen Rate	2%	8%	18%

## 2 Performance Benchmarks for Conversations

Customer Service Performance Matrix for Business Service companies using Conversations

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	10s	9m 11s
First Response Time	8s	41s	6m 47s
Resolution Time	1m 24s	9m 20s	60m 4s
CSAT	Almost 100%	96.47%	88.51%
First Contact Resolution	98.51%	85.51%	65.13%
First Response SLA Compliance	91.65%	74.38%	40.16%

**The biggest advantage for Business Service companies:  
AI-powered resolutions and AI-assisted workflows**

### Did you know?



**40%**

of queries received by business service companies in 2024, were deflected by Freddy AI Agents.



**41%**

of business service companies are using Freddy AI Copilot in more than 50 tickets per month.

AI is changing how support teams operate. Agents spend less time on repetitive tasks and more time on complex issues, with AI providing the context and next steps.

In 2025, leading companies aren't just adding AI, they're building around it. Freddy AI Agent and Freddy AI Copilot are helping teams resolve queries faster and meet SLAs with ease.

**And it's paying off. The top-performing companies in this space are already seeing:**

- Instantaneous First Assign Time and blazing-fast Response Times
- Higher CSAT scores (up to 100%) with faster resolutions
- Near-perfect SLA adherence and FCR rates

While some companies are still debating the AI investment, the **frontrunners are already reaping the rewards:**

- Lower operational costs
- More productive agents
- Better customer satisfaction

AI isn't a nice-to-have anymore. It is the foundation of modern customer service in Business Services.

## 5.4 Manufacturing: AI-powered knowledge bases are driving higher resolutions with dynamic content curation

### How do top Manufacturing companies compare?

Customer service in manufacturing is inherently complex. Support teams must serve a broad network of partners, customers, and suppliers, all of whom demand instant, reliable information. Let's see how Trendsetters outperform Aspirants across both ticketing and conversational support.

#### 1 Performance Benchmarks for Ticketing

Customer Service Performance Matrix for Manufacturing companies using Ticketing

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	5m 17s	5h 7m
First Response Time	11m 9s	1h 19m	6h 48m
Resolution Time	47m 34s	5h 58m	46h 16m
Average Response Time	16m 15s	1h 36m	7h 59m
Response SLA Compliance	39%	21%	2%
Resolution SLA Compliance	96%	94%	73%
First Contact Resolution Rate	42%	17%	3%
Next Response SLA Compliance	94%	87%	57%
CSAT	98.9%	88.2%	65.9%
Resolution Rate	Almost 100%	99%	96%
Reopen Rate	2%	7%	18%

## 2 Performance Benchmarks for Conversations

Customer Service Performance Matrix for Manufacturing companies using Conversations

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	10s	12m 41s
First Response Time	16s	1m 34s	10m 25s
Resolution Time	2m 24s	14m 9s	2h 12m
CSAT	Almost 100%	97.22%	91.67%
First Contact Resolution	97.98%	86.03%	70.76%
First Response SLA Compliance	85.03%	59.47%	32.34%

The biggest advantage for Manufacturing companies:

**Smarter Knowledge Base powered by AI**

Imagine this:

One manufacturer gives customers instant access to FAQs, troubleshooting manuals, and help guides. Another makes customers raise support tickets for even basic questions.

The result?

One enjoys faster resolutions and fewer tickets. The other faces long queues, frustrated customers, and burned-out agents.

But simply having a Knowledge Base isn't enough.

## Did you know?



**87%**

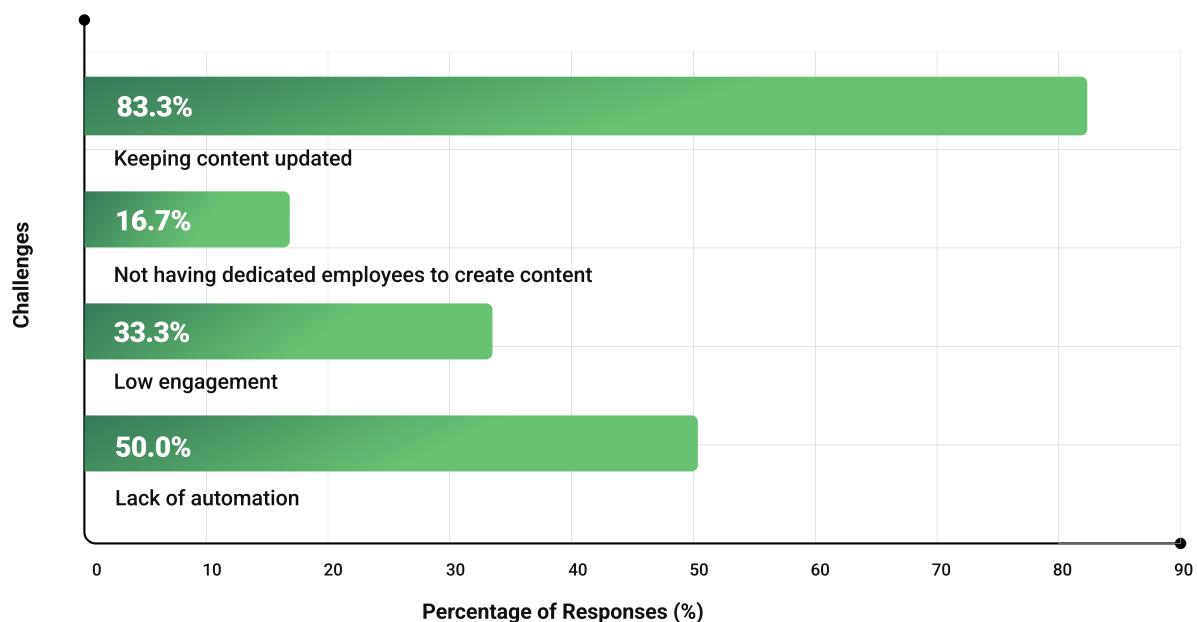
of manufacturing companies have already implemented a Knowledge Base; but many fall short on quality.

Source: Freshworks Customer Survey

## Common challenges

- 1 **Outdated content:** Articles don't reflect recent updates.
- 2 **Lack of automation:** Manual maintenance leads to errors.
- 3 **Low engagement:** Customers and agents underuse the resource.

### Biggest challenges in maintaining a Knowledge Base (Manufacturing)



## The opportunity

A dynamic, AI-powered knowledge base helps manufacturers scale support, reduce ticket volume, and deliver real-time value to both customers and teams.

## How Manufacturers can improve their Knowledge Base in 2025



### Challenge: Keeping content updated and allocating dedicated resources

Manual article updates lead to outdated or inaccurate information and frustrated customers.



### Solution: Generate and update articles with Freddy AI Copilot

Admins can create and refresh solution articles on the fly using simple prompts, reducing manual effort and ensuring accuracy.



### Challenge: Lack of automation

Agents waste time manually searching for answers, slowing response and resolution.



### Solution: Automatically suggest relevant articles

Freddy AI Copilot's **Solution Article Suggester** provides AI-powered recommendations as agents type, automating searches and speeding responses.



### Challenge: Low Knowledge Base engagement

Underused knowledge bases mean low self-service adoption and higher ticket volumes.



### Solution: Use your Knowledge Base to train AI agents

Freddy AI Agent taps into your Knowledge Base to auto-suggest articles in chat, helping customers find answers before submitting tickets and reducing workload.

## 5.5 Travel and Hospitality: AI is equipping support teams with instant and contextual support across all channels

### How do top Travel and Hospitality companies compare?

The travel and hospitality industry thrives on speed, convenience, and personalization. Whether it's a last-minute itinerary change or a booking issue, travelers not only expect instant support, but the nature of these issues demands it. Timely, seamless assistance isn't just preferred; it's essential.

#### 1 Performance Benchmarks for Ticketing

Customer Service Performance Matrix for Travel and Hospitality companies using Ticketing

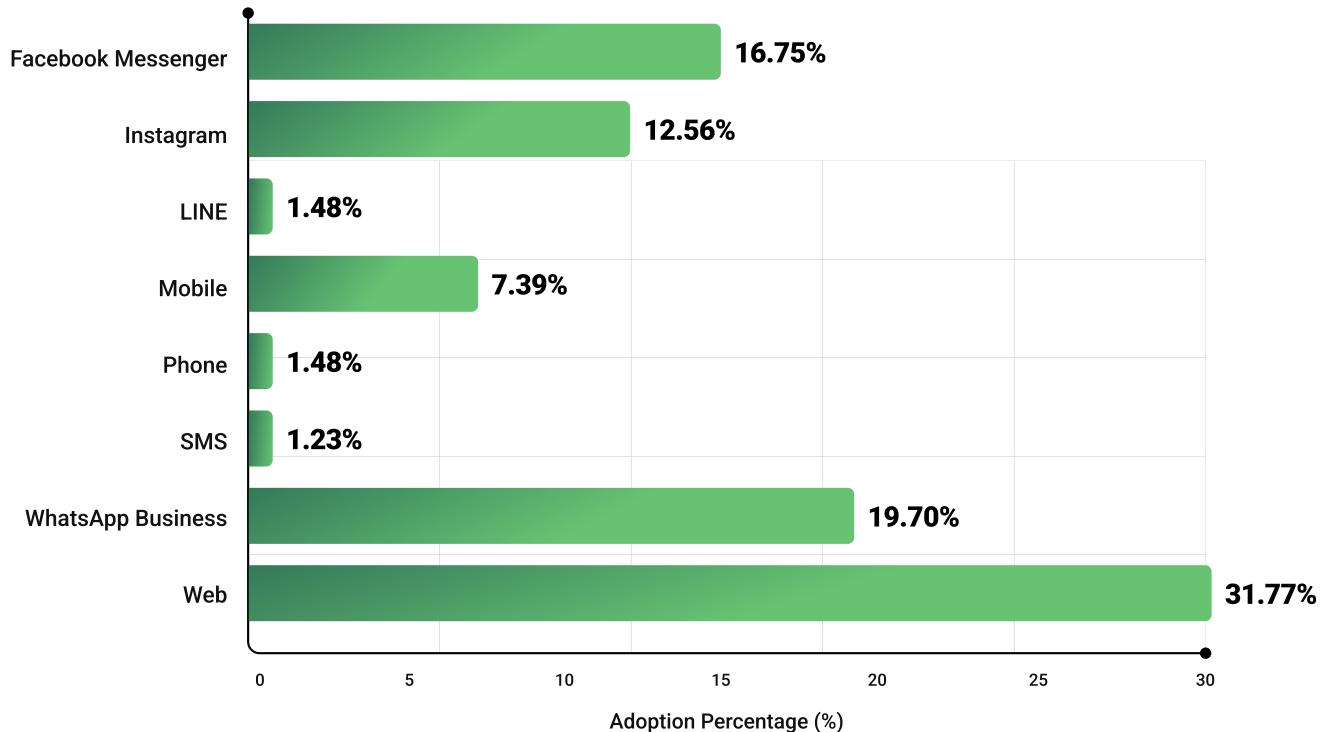
Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	10s	1h 25m
First Response Time	5m 20s	55m 30s	7h 12m
Resolution Time	29m 24s	5h 4m	29h 41m
Average Response Time	7m 48s	1h 11m	8h 35m
Response SLA Compliance	24%	12%	4%
Resolution SLA Compliance	98%	93%	61%
First Contact Resolution Rate	25%	14%	6%
Next Response SLA Compliance	88%	81%	71%
CSAT	95.1%	83.8%	61.9%
Resolution Rate	Almost 100%	Almost 100%	75%
Reopen Rate	2%	6%	13%

## 2 Performance Benchmarks for Conversations

**Customer Service Performance Matrix for Travel and Hospitality companies using Conversations**

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	28s	9m 30s
First Response Time	10s	49s	6m 35s
Resolution Time	2m 10s	9m 43s	33m 59s
CSAT	87.44%	96.35%	87.44%
First Contact Resolution	96.17%	82.97%	62.11%
First Response SLA %	87.60%	69.13%	41.72%

### The multi-channel support advantage



In travel and hospitality, customers demand support across every touchpoint, from web and mobile to messaging apps.

Our data shows that **Web (31.77%)** and **WhatsApp Business (19.70%)** are the **most preferred support channels**, followed by **Facebook Messenger (16.75%)** and **Instagram (12.56%)**. These numbers highlight a clear trend: customers are increasingly relying on messaging platforms for quick resolutions.

## Why it matters

- Reduce response times by meeting customers on their channels of choice.
- Handle peak-season volumes efficiently.
- Boost loyalty with frictionless experiences.

A multi-channel support strategy isn't optional; it's a competitive advantage in the travel and hospitality industry. And the easiest way to scale your support across channels is to use AI agents.

AI agents can automatically respond and resolve incoming queries from your new channels, without hiring additional workforce. The more places your AI agents can show up, the faster and more consistent your support becomes.

## Did you know?



**52%**

of queries received by travel and hospitality companies in 2024, were deflected by Freddy AI Agents.

Companies that streamline service across web and social channels drive higher engagement, better resolution rates, and memorable customer experiences.

CHAPTER SIX

# Support beyond borders

Regional performance benchmarks  
and success stories

Customer service expectations vary across regions, but the need for fast, efficient, and high-quality support remains universal. This chapter dives into regional performance benchmarks and success stories from businesses that have mastered customer service in their markets.

## United States

### 1 Performance Benchmarks for Ticketing

**Customer Service Performance Matrix for US companies using Ticketing**

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	Instantaneous	17h 31m
First Response Time	3m 47s	1h 12m	8h 10m
Resolution Time	43m 23s	7h 58m	41h 3m
Average Response Time	7m 1s	1h 36m	8h 53m
Response SLA % age	39%	15%	4%
Resolution SLA % age	98%	88%	65%
First Contact Resolution Rate	32%	15%	4%
Next Response SLA%	93%	83%	73%
CSAT	Almost 100%	93.3%	73.6%
Resolution Rate	Almost 100%	Almost 100%	97%
Reopen Rate	13%	5%	1%

## 2 Performance Benchmarks for Conversations

Customer Service Performance Matrix for US companies using Conversations

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	29s	5m 12s
First Response Time	19s	53s	3m 54s
Resolution Time	2m 52s	13m 39s	53m 29s
CSAT	Almost 100%	97.83%	95.37%
First Contact Resolution	99.71%	94.07%	80.52%
First Response SLA %	85.95%	57.05%	20.19%

Success story of



Banking and Finance



23%

Bot resolution rate



248%

ROI for customer service operations

“

I want the ability to get one view of how we support our customers –not just the number of tickets but any information on how we interact with them – so you've got to bring everything into one platform. Freshworks allows us to do that.

**Tony Barbone**, Chief Revenue Officer

[Read the full case study](#)

# Americas

## 1 Performance Benchmarks for Ticketing

**Customer Service Performance Matrix for companies in AMERICAS using Ticketing**

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	54s	2h 54m
First Response Time	5m 13s	1h 4m	6h 51m
Resolution Time	40m 4s	6h 33m	36h 48m
Average Response Time	8m 16s	1h 25m	7h 43m
Response SLA % age	41%	18%	4%
Resolution SLA % age	99%	94%	83%
First Contact Resolution Rate	36%	18%	5%
Next Response SLA%	93%	84%	73%
CSAT	Almost 100%	90%	66.7%
Resolution Rate	Almost 100%	Almost 100%	98%
Reopen Rate	1%	7%	16%

## 2 Performance Benchmarks for Conversations

Customer Service Performance Matrix for companies in AMERICAS using Conversations

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	22s	6m 39s
First Response Time	16s	1m 25s	8m 39s
Resolution Time	2m 11s	12m 59s	44m 33s
CSAT	Almost 100%	97.89%	93.33%
First Contact Resolution	93.35%	82.03%	60.61%
First Response SLA %	90.84%	73.78%	42.16%

### Success story of



Healthcare



**92%**

SLA compliance



**85%**

CSAT

“

Freshdesk helped us achieve more efficient workflows and processes while still maintaining HIPAA compliance. It has been a game changer for agents and members.

**Mahmoud Shehadeh**, Director of Member Support

[Read the full case study](#)

# Europe

## 1 Performance Benchmarks for Ticketing

**Customer Service Performance Matrix for companies in Europe using Ticketing**

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	3m 32s	6h 44m
First Response Time	7m 26s	1 h 23 m	8h 12m
Resolution Time	47m 49s	7 h 31 m	40h 53m
Average Response Time	11m 49s	1h 48m	9h 3m
Response SLA % age	41%	17%	3%
Resolution SLA % age	98%	94%	81%
First Contact Resolution Rate	37%	18%	5%
Next Response SLA%	93%	87%	70%
CSAT	Almost 100%	88.8%	66.7%
Resolution Rate	Almost 100%	Almost 100%	97%
Reopen Rate	2%	8%	19%

## 2 Performance Benchmarks for Conversations

Customer Service Performance Matrix for companies in Europe using Conversations

Metric	Trendsetter	Performer	Aspirant
Assignment time	Instantaneous	42s	7m 16s
First Response time	12s	51s	4m 12s
Resolution Time	1m 27s	9m 6s	33m 39s
CSAT	Almost 100%	97.36%	92.95%
First Contact Resolution	97.61%	84.53%	67.55%
First Response SLA %	89.00%	67.26%	33.27%

### Success story of



Travel and Hospitality



**73%**

Improvement in response time



**69%**

Tickets resolved in less than 24 hours

“

The main advantage we identified in Freshdesk was how easy it was to configure and to customize.

**Frédéric Pilloud**, Digital Director

[Read the full case study](#)

# Asia-Pacific, Middle East, and Africa

## 1 Performance Benchmarks for Ticketing

**Customer Service Performance Matrix for companies in APMEA using Ticketing**

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	Instantaneous	57m 32s
First Response Time	96s	38m 53s	5h 22m
Resolution Time	18m 14s	4h 50m	29h 13m
Average Response Time	2m 24s	54m 43s	6h 14m
Response SLA % age	40%	12%	5%
Resolution SLA % age	97%	89%	64%
First Contact Resolution Rate	42%	18%	6%
Next Response SLA%	88%	72%	45%
CSAT	95.7%	82.3%	50%
Resolution Rate	Almost 100%	99%	70%
Reopen Rate	Almost nil	3%	12%

## 2 Performance Benchmarks for Conversations

Customer Service Performance Matrix for companies in APMEA using Conversations

Metric	Trendsetter	Performer	Aspirant
Assignment time	Instantaneous	9s	5m 3s
First Response time	8s	27s	3m 31s
Resolution Time	2m 18s	10m 26s	1h
CSAT	98.90%	93.64%	83.32%
First Contact Resolution	96.52%	79.01%	59.45%
First Response SLA %	94.50%	78.02%	43.78%

### Success story of



Media and Entertainment



**94%**

First contact resolution rate



**10%**

Reduction in average handling time

“

We had to understand the common thread between what our customers need, what our agents need and what our business needs. We customized Freshworks' solutions to set up instances that could really wow our customers.

**Roland Naidoo**, Operations Executive, Head of Ops

[Read the full case study](#)

# India

## 1 Performance Benchmarks for Ticketing

**Customer Service Performance Matrix for companies in India using Ticketing**

Metric	Trendsetter	Performer	Aspirant
First Assign Time	Instantaneous	Instantaneous	3h 10m
First Response Time	2m 9s	1h 22m	7h 2m
Resolution Time	24m 39s	5h 29m	36h
Average Response Time	4m 12s	1h 47m	8h 6m
Response SLA % age	32%	20%	2%
Resolution SLA % age	93%	84%	70%
First Contact Resolution Rate	35%	25%	4%
Next Response SLA%	92%	77%	62%
CSAT	91.7%	68.3%	35.8%
Resolution Rate	Almost 100%	99%	94%
Reopen Rate	3%	6%	14%

## 2 Performance Benchmarks for Conversations

Customer Service Performance Matrix for companies in India using Conversations

Metric	Trendsetter	Performer	Aspirant
Assignment time	Instantaneous	39s	22m 54s
First Response time	8s	33s	7m 25s
Resolution Time	1m 44s	6m 56s	28m 35s
CSAT	95.15%	88.27%	71.35%
First Contact Resolution	99.69%	93.05%	71.45%
First Response SLA %	86.75%	59.85%	24.94%

### Success story of **TATA DIGITAL**

eCommerce



**50%**

Ticket deflection via bots



**120 M**

Bot-led resolutions in six months

“

What we liked about Freshworks is the ability to integrate all the products within the same platform. Whether I'm using Freshdesk, Freshchat, or bots, they are all connected and give a seamless experience to not only my agents, but to the customers as well.

**Nikhil Asopa, Senior VP and Head of CX**

[Read the full case study](#)

## Key takeaways based on region-wise performance for Ticketing

Metric	Leading region	Value	Lagging region	Value
First Response time	Asia-Pacific, Middle East and Africa	96s	Europe	7m 26s
Resolution time	Asia-Pacific, Middle East and Africa	18m 14s	Europe	47m 49s
Average Response time	Asia-Pacific, Middle East and Africa	2m 24s	Europe	11m 49s
Response SLA compliance	Americas and Europe	41%	India	32%
Resolution SLA compliance	Americas and Europe	99%	India	93%
FCR rate	Asia-Pacific, Middle East and Africa	42%	United States	32%
Next Response SLA compliance	United States, Americas, and Europe	93%	Asia-Pacific, Middle East and Africa	88%
CSAT	United States, Americas, and Europe	Almost 100%	India	91.7%
Reopen Rate	Asia-Pacific, Middle East and Africa	Almost nil	United States	13%

## Key takeaways based on region-wise performance for Conversations

Metric	Leading region	Value	Lagging region	Value
First Response time	Asia-Pacific, Middle East and Africa, and India	8s	United States	19s
Resolution time	Europe	1m 27s	United States	2m 52s
FCR rate	United States	99.71%	Americas	93.35%
First Response SLA compliance	Asia-Pacific, Middle East and Africa	94.50%	United States	85.95%

# Customer service in 2025 and beyond

BY VENKI SUBRAMANIAN,  
SENIOR VICE PRESIDENT, PRODUCT MANAGEMENT  
FRESHWORKS

# Customer service in 2025 and beyond



By **Venki Subramanian**

Senior Vice President, Product Management  
Freshworks

The goals of customer service haven't changed: fast resolutions, high-quality support, and effortless experiences, whenever and wherever customers need them. Yet for many teams, achieving this still feels like navigating a maze: fragmented tools, inefficient processes, a lack of insights to improve them, and a constant pressure to do more with less.

At Freshworks, we believe the future of customer service should be radically different: clearer, faster, and easier to scale, without added complexity. AI is enabling these outcomes better than ever before, and here's how we're shaping that future:

## 1 An AI-powered workspace to support customers across channels

Customer service now spans chat, email, WhatsApp, Instagram, phone, and a whole host of social channels. We aim to bring AI to all these channels, automating the routine, assisting agents in real time, and keeping experiences consistent as volumes grow.

## 2 AI agents that act, not just answer

Customer service shouldn't stop at information. Customers want outcomes: orders updated, passwords reset, bookings changed, and they want it done fast. That's where Freddy AI agents step in. They don't just respond, they resolve. From simple tasks to triggering back-end workflows, Freddy elevates automated self-service. With upcoming updates, these AI agents will handle even more, allowing teams to focus on what matters most: building deep connections with customers to truly understand their needs.

## 3 AI insights that spotlight what matters proactively

Customer service leaders have access to all the data, yet they struggle with core questions: What's working? Where are we falling short? What does my customer truly want? Freddy AI Insights turns noise into clarity. It highlights key trends and opportunities so teams can act faster, without digging through dashboards.

## What support should look like in the years ahead:

- Customers served outcomes, not wait times
- Agents empowered by their tools, not burdened by them
- Business insights surfaced before problems arise, not after

We believe in uncomplicated software that works as hard as your team, without the friction. Not more bloated tech. Not more tools to integrate. Just more impact. And we're building it, right now.

# Closing thoughts

## 2025: The year customer service becomes a competitive advantage

2025 can be make-or-break for your customer service team. It's time to set the right priorities, choose the best strategies, and win your customers' hearts.

### Top-performing teams know that:

- 1 AI is no longer a nice-to-have. It's the foundation of fast, efficient, and scalable support.
- 2 Agentic AI is driving automated resolutions in real-time conversations, making the frontline support smarter.
- 3 Modern support teams strike the right balance between responsiveness and resolution depth.

Freshworks builds uncomplicated 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 is trusted by over 72,000 companies to empower employees to be more effective and make organizations more efficient.

Freshdesk is our modern, AI-powered customer support platform that streamlines support operations and delivers world-class customer experiences.

### Why choose Freshdesk

- ✓ Easy to deploy, use, and maintain
- ✓ AI-powered automation that boosts agent productivity
- ✓ Unified customer view for deeper insights
- ✓ Seamless omnichannel engagement across email, chat, social, and more
- ✓ Cost-effective and scalable pricing for teams of any size

Make 2025 the year you take customer service to the next level. [Try Freshdesk today.](#)

# Appendix

## Glossary

- 1 **First assign time:** Time taken to assign a new ticket to an agent or a group of agents.
- 2 **First response time:** Time a customer waits for the first agent reply, excluding automated messages.
- 3 **Average response time:** Average wait time between customer queries and agent replies across the entire conversation.
- 4 **First response SLA compliance:** Percentage of tickets meeting the SLA for First Response Time.
- 5 **Next response SLA compliance:** Percentage of subsequent replies meeting SLA time limits.
- 6 **First contact resolution rate:** Percentage of tickets resolved in the first interaction.
- 7 **Resolution time:** Time taken to fully resolve a ticket.
- 8 **Resolution SLA compliance:** Percentage of tickets resolved within the resolution SLA.
- 9 **Resolution rate:** Percentage of total tickets successfully closed.
- 10 **Reopen rate:** Percentage of resolved tickets reopened by customers.
- 11 **CSAT:** Percentage of customers who give a positive satisfaction score after resolution.

