

The Service Desk KPIs Top MSPs Rely on for Success & How to Use Them in Your Business

*Measure Your Sustainability with
Key Performance Indicators*



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Introduction

As a technology solution provider (TSP), how do you measure the effectiveness of your service desk?

Are your resources being utilized to their full capacity? Do some clients submit more tickets than others—limiting the time your techs have to spend on other issues? **Having visibility into the performance of your service desk gives you insight into what areas need improvements to provide the support your clients expect.**

The most successful TSPs rely on key performance indicators (KPIs) to **gain insight into service desk functions and make investments to enable techs to succeed.** This eBook will focus on seven KPIs used by top TSPs to measure service desk efficiency and what you can do to help your techs turn your service desk and support into a true differentiator for your company.

Resource Utilization

Are Your Employees Booked Up, Busy, and Billable?



How to Calculate:

Utilized Time/Total Time

Example:

$$\frac{35 \text{ Utilized Hours}}{40 \text{ Hours}} = 87.5\% \text{ Utilized}$$

Why This KPI Matters

You can't manage what you don't measure. This means your number one expense – human resources – should be measured in depth, including how much of your employees' time spent at work is financially beneficial to your company. Resource utilization is ultimately decided on by the management of your organization, and may include both billable and non-billable time.

Average utilization is in the 50-60% range, while best in class comes in at 80% and above.

Successful Use of This KPI

- Higher revenue
- ROI on employee wages
- Ticket resolution times can be minimized if employees are properly utilized.

Failure to Use This KPI

- Loss of revenue
- Paying employees for non-revenue generating tasks
- Overstaffing
- Slow ticket resolution: High utilization rates can lead to delayed tickets, while low utilization rates may mean your employees aren't moving from one task to the other
- Customer satisfaction decreases as ticket resolution times are increased

How to Improve:

Implement a system to track employee utilization, configure automated reports that are emailed for review, and manage work capacity with dispatch.



SLA Compliance

Are You Meeting Customer Expectations?



How to Calculate:

Service Requests that Met SLA Requirements/Total Tickets

Example:

$$\frac{75 \text{ Tickets Met SLA}}{100 \text{ Total Tickets}} = 75\%$$

Why This KPI Matters

Service Level Agreements (SLA) define a standard of performance, which sets up appropriate expectations for your customers and your help desk team.

They can also reveal a need for improvement in internal processes and tools.

SLA compliance is key to customer satisfaction; businesses want to deal with minimum downtime – and that means they are often willing to pay a higher rate for better SLA times.

Average rate for number of service requests that met SLA is 80% or more; best in class is an impressive 99.999%.

Successful Use of This KPI	Failure to Use This KPI
<ul style="list-style-type: none">• Efficiently run help desk• Better customer service• Fewer customers discontinue service• Higher billable rate	<ul style="list-style-type: none">• Unhappy customers• Higher churn rate• Less scalable

How to Improve:

Meeting SLA requirements starts with triage. As tickets arrive at the help desk, the first step should be to immediately categorize the request, including SLA timelines and specifics for that type of ticket. Any time delay in assessing the ticket could put you at risk for missing the SLA requirement. Implement proactive automated monitoring of service request SLAs to create an additional protective layer in your process flow.



Percentage of Billable Hours

Is Your Time Spent Making Money?



How to Calculate:

Employee Billable Hours/Total Hours

Example:

$$\frac{30 \text{ Billable Hours Entered}}{40 \text{ Hours}} = 75\%$$

Why This KPI Matters

If the main goal of your business is making money, spending time on non-billable work is not the way to get there. Your teams should be entering as many billable hours as possible every day to ensure you bring in the revenue needed. This can be confusing for some service providers for two reasons: they think work covered by a contract isn't "billable", and they don't want technicians entering time simply to justify their hours working. These issues are easily resolved: in reality, the majority of work applied to a contract should be considered billable, and a reporting mechanism can automatically track utilized vs. billable technician time.

As a guide, average employee billable hours out of total time is between 65-75%, while best in class ranks above 75%.

Percentage of Billable Hours [Continued](#)

Successful Use of This KPI

- Higher margins
- Accountability for employee time
- Higher billable amounts for employees

Failure to Use This KPI

- Lower revenue margins
- Loss of actual revenue
- Potential “hidden” time

How to Improve:

Configure your contracts to automatically cover/not cover certain types of work. Train your team to understand that time against contracts *is* billable, and **conduct daily or weekly reviews of time entries to be sure nothing is falling through the cracks.**



Tickets Per Client

Who Are Your Problem Customers?

How to Calculate:

Total Tickets Per Customers

Example:

Customer A Submitted 22 Tickets This Week

Why This KPI Matters

Tickets equal potential cost of goods sold (COGS), including labor and product. **That means as ticket count increases, potential revenue decreases.** While many factors can affect ticket count goals, including size, field, maturity level, and territory, the goal is to keep them low. **A high ticket count for any customer should be evaluated for solutions** including training, a technology review, and possibly even a look at whether that client is the right fit for your service business.

Successful Use of This KPI	Failure to Use This KPI
<ul style="list-style-type: none">• Staying ahead of “problem” customers to decrease the ticket counts.• Increased revenue• Resolution to potential customer churn	<ul style="list-style-type: none">• Lower effective rate• Lower overall revenue• Lower customer satisfaction• Potential loss of customer

How to Improve:

As customers adopt technology, your role is to help them incorporate it into their day-to-day operation as easily and completely as possible. Consult with them, research their industry, and provide training that can preemptively answer their questions and minimize service requests.

Consider offering them additional consulting and coaching as another source of revenue.

Tickets Per Technology

What's Draining Your Support Resources?



How to Calculate:

Total Tickets Per Technology Type

Example:

$$\frac{34 \text{ Tickets This Week on Brand ABC}}{\text{Model 123 Laptop}}$$

Why This KPI Matters

With technology moving so quickly, a type of device may be sold and implemented before you've vetted it. A high number of service requests for that device should sound the warning bell that it may need to be removed from your offerings. These technologies should be discussed at the TBR (technology business review) with your customer, and a plan should be put in place to retire the legacy or problem technology. Other factors may be having an impact, including the number of devices affected, complexity of the devices, and the tech savvy of the users involved. **If these issues are discovered, they should also be discussed with customers during the TBR with each of you.**

Successful Use of This KPI

- Standardize on trusted technology set.
- Analytics on stability of technology
- Decreased support hours for devices in question
- Increased customer satisfaction

Failure to Use This KPI

- Wasted time working on “lemon” software
- Lower revenue and effective rate
- Unhappy customers

How to Improve:

Categorize your tickets into types, which will allow you to see trends and provide insight for improvement. For example, if you recognize complexity issues as a trend in tickets, create education assets to help avoid those types of incidents. Automate the detection and remediation of recurring incidents, and create an accountability loop between technicians and your RMM admin as a means of continual review.



Average Resolution Time

How Quickly Do You Make It All OK?



How to Calculate:

(Ticket Resolution Timestamp - Ticket Creation Timestamp)

Example:

The average time to resolve service requests is 34 minutes.

Why This KPI Matters

Customers want their issues solved as quickly as possible. Any tickets that are perceived as taking too long to resolve can damage customer satisfaction ratings. Too many lingering tickets and unhappy customers have a negative effect on your help desk team. **Your continual goal should be minimizing resolution time.** Remember, if the outcome is positive, there's no such thing as having accomplished it too fast.

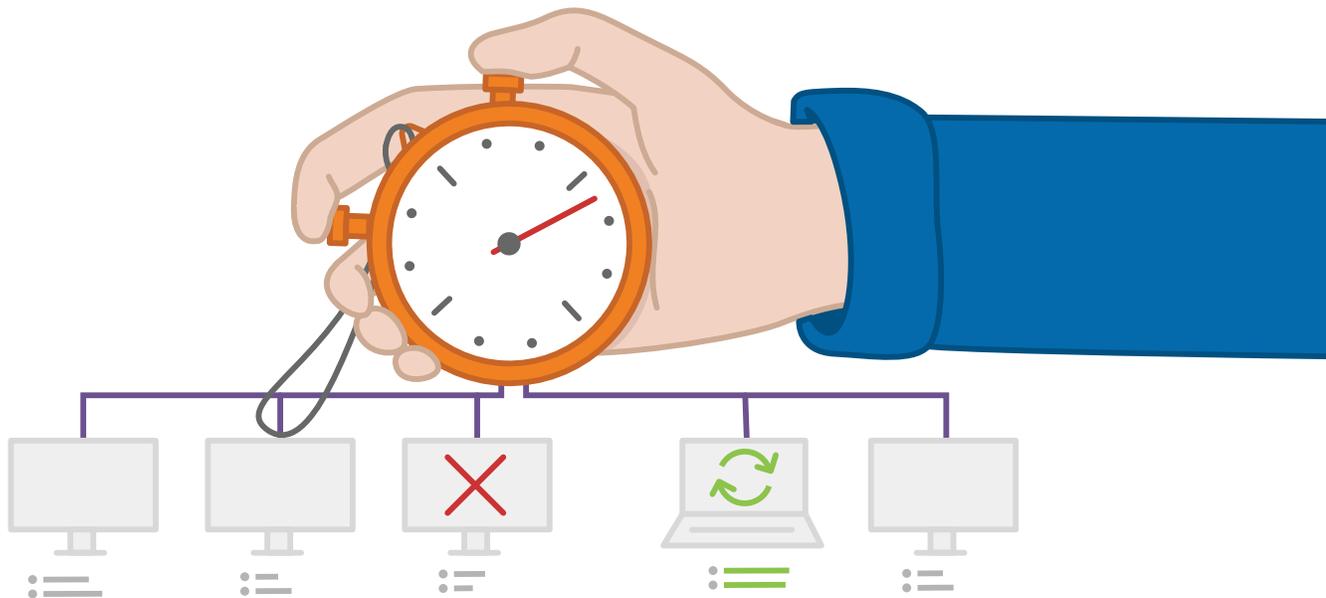
Average Resolution Time [Continued](#)

Successful Use of This KPI	Failure to Use This KPI
<ul style="list-style-type: none">• Helpdesk is running smoothly• Customer satisfaction is high• You have more time to take on new clients	<ul style="list-style-type: none">• Unhappy customers• Unhappy employees• Low billable rates

How to Improve:

Creating an environment of team accountability for timely ticket resolution can easily motivate improvement in this area.

Streamline process wherever possible, incorporate the help of a dispatcher, and provide visual tools to the team, such as public-facing dashboards, to monitor the progress of aging tickets and resolution times.



Satisfaction Rating

How Happy Are Your Clients?

How to Calculate:

(Total Score of Surveys/Total Possible Points)



Example:

We Have a 97% Customer Satisfaction Rating

Why This KPI Matters

The bottom line is it costs less to retain existing customers than get new ones, and industry research shows their value at three times that of a potential prospect. Good customer satisfaction ratings are also a strong marketing tool and source of solid referrals.

The average for high customer satisfaction ratings is 85% and above; best in class reaches 95-100% in high ratings.

Satisfaction Rating [Continued](#)

Successful Use of This KPI

- Reduced customer churn
- Increased customer lifetime value
- Reduced negative word-of-mouth
- Cost-effectiveness of existing customers vs. new

Failure to Use This KPI

- Loss of customers
- Less referrals
- Lost revenue
- More headaches
- Loss of accounts receivables

How to Improve:

Ensure timely responses, and decrease average resolution times. Engage consistently with customers, perform recurring business reviews, and incentivize staff on customer satisfaction scores.



Conclusion

Now that you have the equations and KPIs used by TSPs across the industry, it's time to plug in your numbers and see where your service desk stands. With these new metrics and tips on how to improve them, you can incorporate them into your operations and business-planning strategies.

Implementing a data management tool like BrightGauge and a PSA tool like ConnectWise Manage simplifies the tracking, analyzing, and reporting of KPIs. BrightGauge keeps a constant eye on your ConnectWise Manage KPIs through data dashboards with real-time updates that guide you in making educated decisions for your business's future. Learn more about BrightGauge and ConnectWise Manage [here](#).

