



Support Services Benchmarking:

Insights to Enhance Efficiency, Customer Satisfaction, and Revenue Growth

TSIA Support Services Benchmarking

The Most Comprehensive Benchmark in the Industry



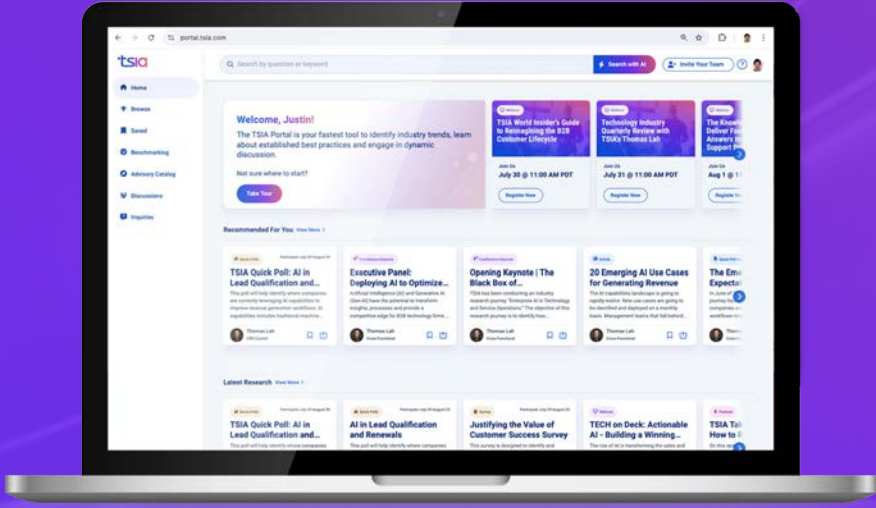
Overview

Benchmarking is critical in optimizing support services for scalability and efficiency, customer satisfaction, and sustainable revenue growth. This ebook delves into the TSIA Support Services Benchmarking process to answer these critical questions:

- How does your support performance compare to industry and peer benchmarks?
- What are your strengths and opportunities for improvement?
- How does your organization’s KPI performance differ from the industry and your peers, and why?
- What practices and strategies can you adopt from industry leaders?

As the most comprehensive benchmark in the tech industry, the TSIA Support Services Benchmarking offers:

-  Actionable insights that reveal data-driven correlation and causality between practice adoption and improved KPI performance.
-  In-depth KPI performance and support practices analysis to identify and prioritize performance improvement opportunities.
-  An independent objective assessment against industry and peer standards.
-  Recommendations for best practices to drive breakthrough results that, when applied, can help to achieve optimizing support maturity.



We're thrilled to introduce you to our TSIA Portal,

Designed to give tech executives, department heads, and senior managers free access to a wealth of career-advancing and proprietary data, research, and insights. Powered by AI, the portal lets you easily search and find what you're looking for in seconds. With a customized profile, you'll get personalized recommendations on the topics that matter to you most delivered directly to your inbox. While a TSIA membership will give you the most value, there are so many benefits you can enjoy with a free TSIA Portal account.

[Sign up now](#)



AI. For Technology Services.



What it is

[TSIA Intelligence](#) is TSIA's new AI-powered assistant. It delivers instant, actionable insights from TSIA's exclusive, industry-validated research. Built only for Technology Services, it helps you make smarter decisions.



Why it matters

Trusted Answers, Not Generic AI: Based on TSIA's proprietary data—not the open web.

Instant Value: Summarizes reports, answers questions, and visualizes data in seconds.

Built for Tech Services: Specialized insights tailored to your industry challenges.

**[Experience TSIA Intelligence today—
for free—in the TSIA Portal.](#)**

Generic AI gives general answers. TSIA's AI gives the right ones.

Ask a question ➤

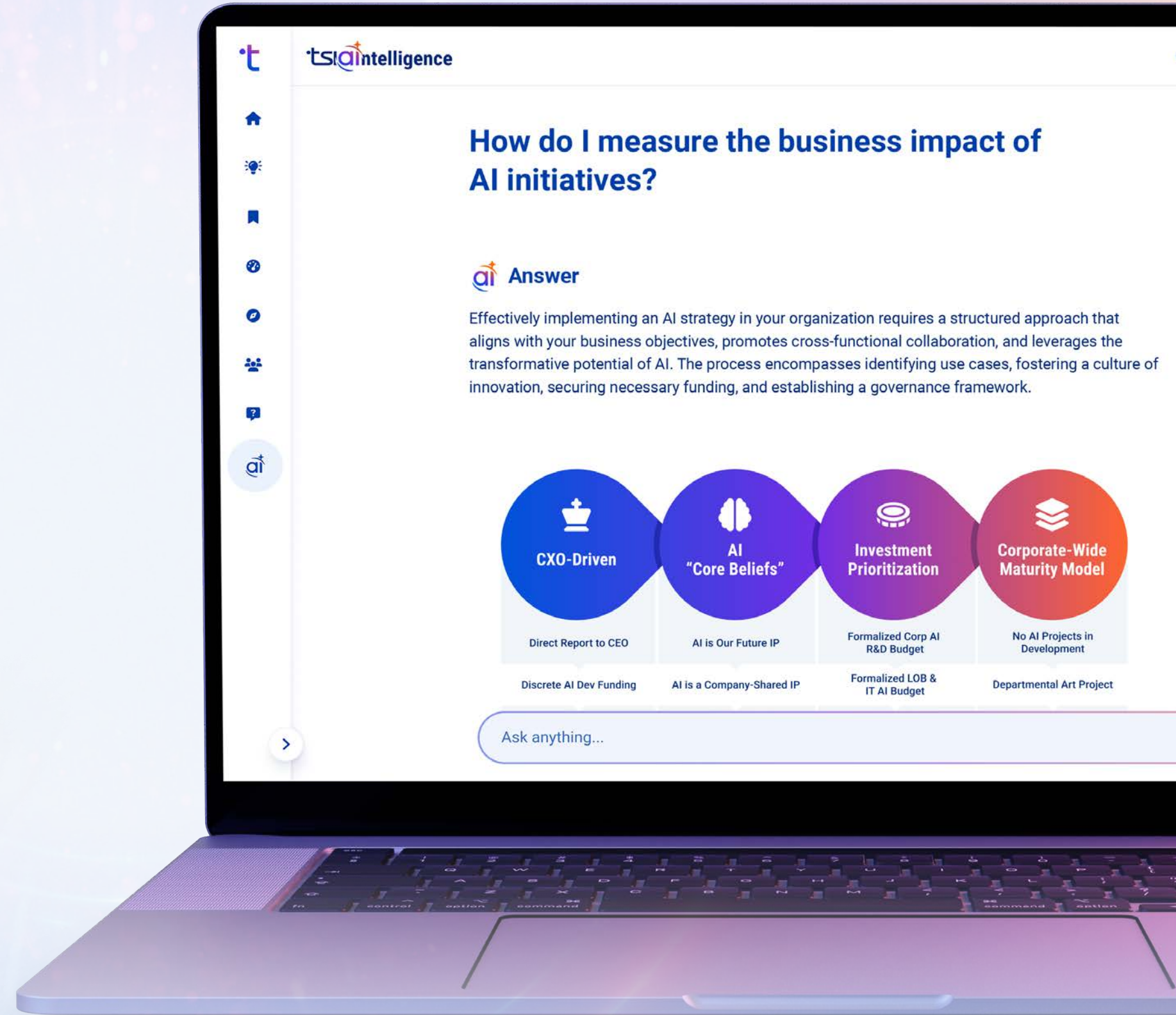


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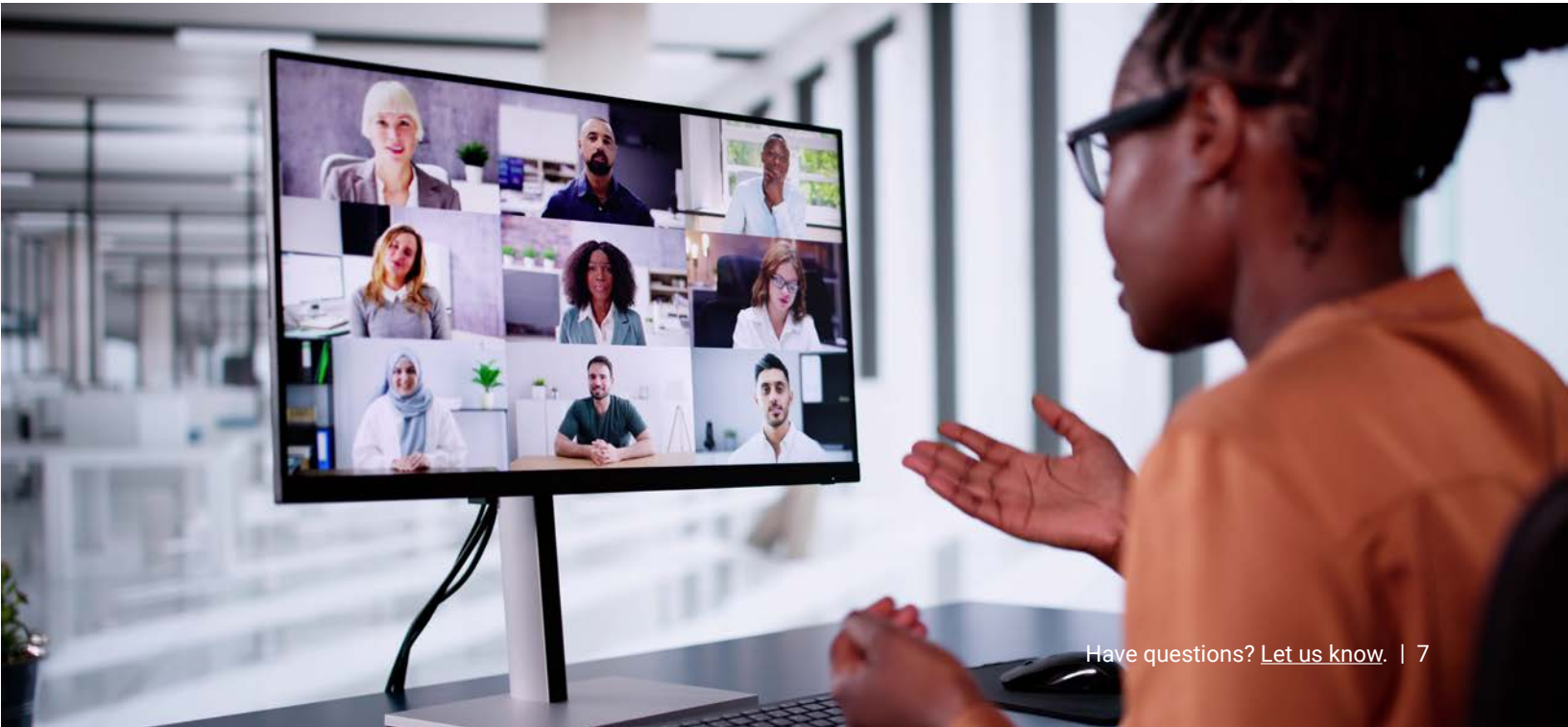
Understanding TSIA’s Benchmarking Approach

Foundations of TSIA Benchmarking

[TSIA’s benchmarking](#) methodology prioritizes quality data and relevant comparisons. Key components include a robust scoring system, several layers of data validation, and a comprehensive peer-group selection to ensure members’ KPI performance aligns with applicable peer benchmarks. Accurate data and thoughtfully applied peer groups are vital for relevant, reliable comparisons that inform strategic business decisions.

The Role of Peer Groups

Unlike oversimplified comparisons, TSIA’s peer groups consider nuanced factors like company business model, size, and technology types to ensure meaningful benchmark comparisons. With peer groups based on significant performance drivers, TSIA can deliver insight-rich analysis and prescriptive recommendations that deliver like-for-like performance comparisons.





Is Your Support Services Organization Reaching Its Full Potential?

Are you struggling with underperformance in areas like:

- Margin or revenue growth?
- Customer satisfaction or support service quality?
- Incident resolution times or other resolution time KPIs?
- Self-service or Knowledge Management?

If you're uncertain about how your organization compares to peers, TSIA can help. With hundreds of completed benchmarks, the TSIA Support Services Benchmarking delivers KPI performance data and illuminates how leading organizations optimize their support business.

How Do You Improve Support Service Performance?

[The TSIA Support Services Benchmarking](#) doesn't just identify performance gaps—it provides tailored recommendations for improvement. The gold standard benchmark includes:

48
KPIs

Metrics/results to measure performance and outcomes.

33
best practices

Proven to drive high support services performance.

TSIA Support Services Benchmarking Selected Practices, KPI Metrics, and KPI Results

Selected Practices	Selected KPI Metrics	Selected KPI Results
Support Business Model	Support Revenue	Gross Margin
Customer SLAs and Penalties	Cost per Incident	Revenue Growth
Tiers of Support	Days of Training	Annual Attrition
AI Unified Search	Customer Effort Score	Employee Satisfaction
Dedicated KM Resources	Response Time	Transactional CSAT
Automated KB Article Creation	Average Backlog	Support Resolution Time
		Self-Service Success
		Self-Service Deflection Rates

Does Benchmarking Deliver Value for Support Services?

Member organizations consistently report high-value outcomes from participating in the [TSIA Support Services Benchmarking](#) process. Here's what participants say:

“

The TSIA benchmarking exercise was, as it has been historically, easy and very informative. It allows us to help identify gaps in our processes and tools in addition to helping to validate where we are doing well in comparison to our industry peers.”

— Director, Coveo

Led by industry experts, the process combines decades of experience in support services across software, hardware, XaaS, and IT services. These seasoned industry and research professionals provide actionable recommendations that address critical challenges in your organization.

Why Choose TSIA Benchmarking?

Benchmarking with TSIA provides unmatched value by combining:

- 1 **Validated data insights** from TSIA's gold-standard database.
- 2 Guidance from **expert practitioners with real-world support experience**.
- 3 A **scientific, data-driven methodology** proven across the tech industry.

This methodology delivers reliable, actionable recommendations that minimize risk while maximizing ROI.

What Can You Expect From TSIA Support Services Benchmarking?

The [TSIA benchmarking](#) process includes three key phases:

-  **Data validation:** Ensures all member benchmark response data aligns with industry definitions to ensure the benchmarking analysis and results provide “apples-to-apples” performance comparisons.
-  **The 90-minute benchmark readout:** Conducted with TSIA experts, focuses on the most essential prescriptive initiatives and provides targeted research content to drive improvements.
-  **Follow-up and advisory sessions:** Throughout the year, the Support Services Research Team and your TSIA Member Success Manager will collaborate with you to track progress, address challenges, and provide additional support through inquiries and advisory sessions.

The result? A board-ready set of prescriptive initiatives, executive insights, and a clear roadmap for achieving measurable success.

What Makes TSIA's Support Services Benchmarking Unique?

“

Consistent, timely, relevant, actionable competitive benchmarking information is always provided by the TSIA.”

— Hewlett Packard Enterprise

Over decades, TSIA has developed a gold-standard database, refined its data validation processes, and enhanced its ability to uncover actionable insights. Focusing on measurable outcomes and continuous improvement, TSIA delivers unparalleled benchmarking insights.

Key benefits include:



Comparisons of critical KPIs, financial outcomes, and operational practices.



Insights to identify and address areas of over or underinvestment.



Strategies to adopt industry best practices and improve performance metrics.

Ready To Transform Your Support Services?

[The TSIA Support Services Benchmarking](#) equips organizations with the data, strategies, and expertise to achieve lasting improvements. Whether you're seeking to optimize resolution times, enhance customer satisfaction, or drive revenue growth, TSIA's benchmarking process provides the insights you need to optimize your support business.

For more details on TSIA benchmarking, [visit our Support Services Benchmarking Page](#).





What is TSIA benchmarking?

Know where you stand. Discover your potential.

Welcome to [Performance Optimizer](#), the TSIA benchmarking tool! This powerful membership benefit allows you to assess your company's performance against the industry. Your organization's responses will be used to diagnose areas for performance improvement and adoption of best practices.

TSIA Gold Standard combined with our scoring and correlation methodology ensure the recommendations you get from TSIA research experts will be C-level ready.

TSIA's Benchmarking Gold Standard

20+ years of expertise:

Deep industry knowledge and proven benchmarking methodologies.

10+ targeted peer groups:

Compare yourself against the most relevant competitors based on key performance drivers.

Triple-verified data:

Unmatched accuracy and reliability in industry benchmarking, so you can make smart, data-backed decisions with confidence.

What Members Say About Benchmarking With Performance Optimizer

"The wealth of resource material TSIA can provide, especially at the level of detail that helps me access and improve our company's operations and offerings, is second to none. The benchmarking service really allows us to honestly access our performance and pinpoint the top focus areas to take our offerings to the next level."

VP, Success Operations,
AVEVA Software, LLC

"TSIA gave us not only breadth but also necessary depth and industry benchmark information to enhance our services strategy and in cases even change dramatically our trajectory! Highly valued service from my perspective."

Global Subscription Services Lead,
Dell Technologies

"I found the insights to be very tangible and the peer comparison to be accurate and relevant. The framework for analysis made it easy for us to apply our sense of priority to the recommendations."

VP, Customer Engagement,
Zscaler, Inc.



Start benchmarking with TSIA's Performance Optimizer.

From Benchmark to Action—Elevate Your Performance With TSIA.

Introducing TSIA [Performance Optimizer](#): a digital benchmarking platform that goes far beyond traditional benchmarking to empower your organization by →

Module performance

An overview of practice adoption and metric performance across each module.

	Practices	Metrics & results
Success fundamental	55%	22%
Charter	43%	46%
Talent management	50%	12%
Customer satisfaction	83%	70%

Benchmarking & Diagnosing underlying operational strengths and weaknesses to show you where you're at as an organization.

Practice

Quick win

Invest in dedicated resources for data science/analytics

Module Success fundamentals Lagging adoption Best practice

See how

Prescribing tailored initiatives designed to address specific challenges and opportunities and get you where you need to be.

Key areas of high performance

Peer median Pacesetter Industry median My company

Customer success high touch account revenue	\$5.0M	\$9.6M	\$4.9M	\$9.4M
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Very strong performance

Key areas of that need attention

My company My company

Customer success primary role for renewals	Not adopted
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Quick win Lagging adoption Best practice

Prioritizing these initiatives to ensure optimal allocation of resources and maximum impact.

Industry

Peer

Support services	90.9%	92.9%
Professional services	68.2%	92.9%
Customer success managers (CSMs)	63.6%	50.0%
Training	50.0%	64.3%
Specialists	46.6%	50.0%

Supporting performance improvement with a wealth of research, data, and expert advisory services from TSIA.



How does Performance Optimizer benchmarking work?

From survey to digital insights to formal readouts, everything happens seamlessly in the TSIA Portal—making benchmarking your organization easier, faster, and more accessible than ever. Your designated member success manager and your TSIA research team will be involved throughout the process to guide and support your team. Have questions? TSIA can help align you and your team to get started.

- **Flexible pace:** Go at your own pace, skip around and answer questions in any order that suits you.
- **Team collaboration:** Multiple stakeholders can now work on the benchmark at the same time—highlighting when another team member is working on a question, so you can collaborate in real time and avoid overwriting each others’ answers.

Step 1

- Initiate and align
- Kickoff meeting (optional)
- Build your team

Step 2

- Gather and input data
- Data collection period begins
- Review, approve and submit benchmark

Step 3

- Validate and refine
- Data validation and analysis
- Collaborative refinement

Step 4

- Assess and plan
- Results are ready in the TSIA Portal
- Schedule results presentation

Get started

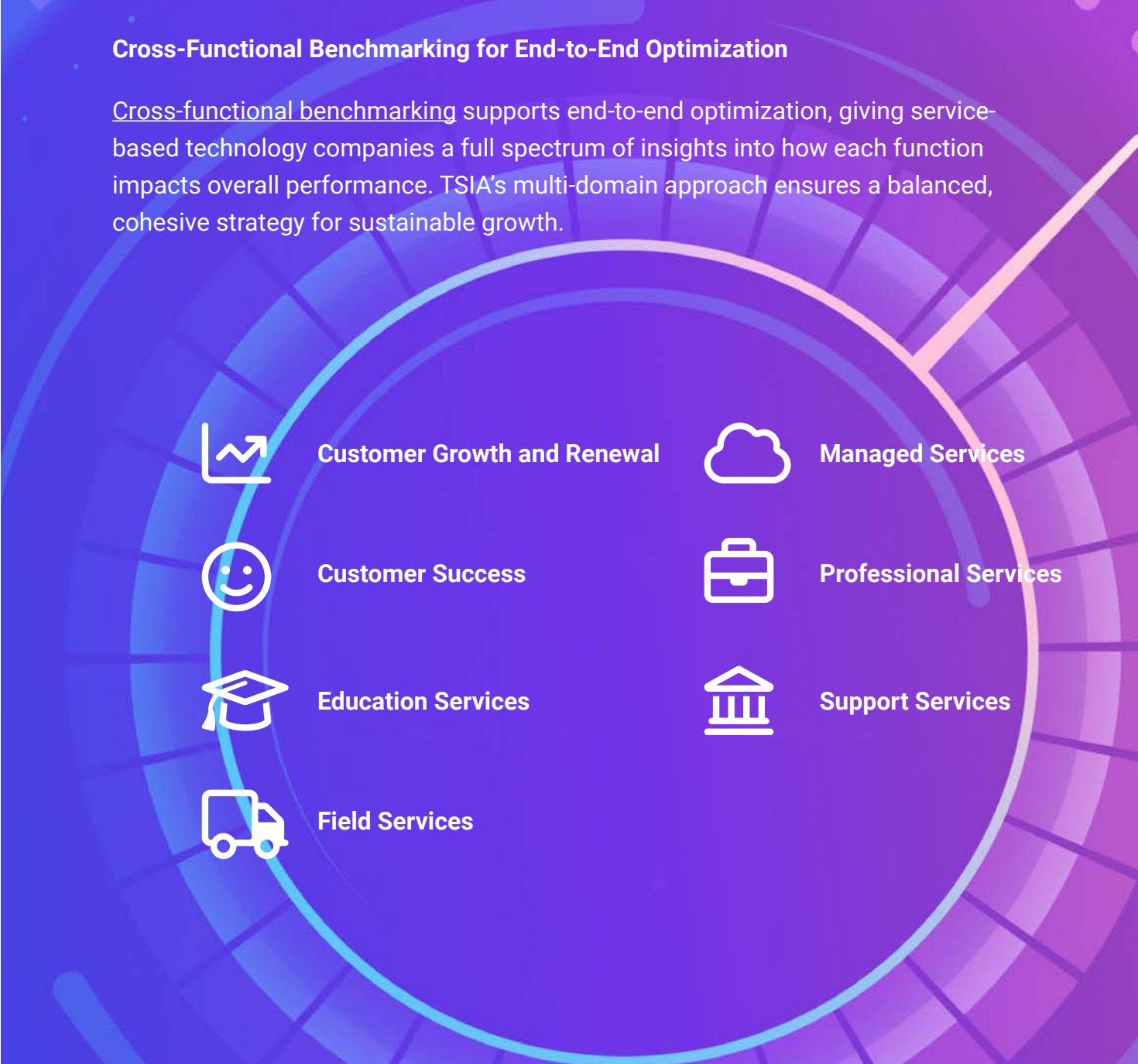
Comprehensive Benchmarking Across TSIA Research Areas

Expanding Insights With TSIA’s Multi-Domain Approach

TSIA offers a holistic view of organizational performance by benchmarking across diverse research areas. Each area provides insights that support specific functional improvements, but combined, they allow for comprehensive optimization.

Cross-Functional Benchmarking for End-to-End Optimization

Cross-functional benchmarking supports end-to-end optimization, giving service-based technology companies a full spectrum of insights into how each function impacts overall performance. TSIA’s multi-domain approach ensures a balanced, cohesive strategy for sustainable growth.



Conclusion

Transforming Benchmark Data Into Business Transformation

TSIA's Support Services Benchmarking provides invaluable insights for members to assess their performance, identify areas for improvement, and optimize their support operations. By comparing their metrics against industry benchmarks and best practices, members can clearly understand their strengths and weaknesses, enabling them to make data-driven decisions to enhance efficiency, customer satisfaction, and business outcomes. The benchmarking process also facilitates valuable peer-to-peer learning, allowing members to learn from the successes and challenges of other organizations. Through TSIA's research, tools, and expert guidance, members can confidently navigate the evolving support services landscape and build a world-class support organization that drives customer loyalty and business growth.

Next Steps With TSIA

Now is the time to move from knowledge to action. For organizations looking to enhance their operational performance and achieve measurable results, TSIA's benchmarking services offer a pathway to success. We encourage readers to explore TSIA's benchmarking opportunities and use these insights to fuel strategic initiatives. By embracing data-driven improvement, companies can optimize services, elevate performance, and build a foundation for long-term growth and success.

Start your journey toward peak performance with TSIA and transform benchmarking insights into real-world business impact.

Ideas for Action

Do these challenges resonate with you? If you're a tech services professional uncertain about the changes your organization needs to make—or concerned about how your role may be affected—TSIA can help.

Start your journey with us:



[TSIA World Conferences](#)

Connect with a diverse community of your peers and industry experts, attend inspiring keynotes and breakout sessions, and solve your business' most pressing challenges.



[TECHtonic: The TSIA Podcast](#)

Join host Thomas Lah as he discusses tried-and-true strategies companies need to employ to stay relevant, get profitable, and succeed in the ever-changing technology and services space.



[TSIA Research Journeys](#)

Obtain solutions to your toughest industry challenges with expert insights, real data, and board-ready recommendations for impactful decisions.



[TSIA Intelligence](#)

Meet TSIA's new AI-powered assistant—designed exclusively for Technology Services. It delivers real-time, actionable insights drawn from TSIA's trusted, industry-validated research, empowering you to make smarter, faster decisions with confidence.



[TSIA Webinars](#)

Stay current on the latest tech industry trends and best practices with highly interactive sessions led by our experts and partners.



[TSIA Blog](#)

Want to stay up to date on the latest industry trends and developments impacting the technology and services space? You're in the right place.



Make smart decisions.™

TSIA (Technology & Services Industry Association) is dedicated to helping technology and services organizations large and small grow and advance in the technology industry. Find out how you can achieve success, too.

Have questions? [Let us know.](#)

tsia.com

