

# SOP: Reporting and Analysis of Ticket Trends and Help Desk Performance

This SOP outlines the procedures for **reporting and analysis of ticket trends and help desk performance**, including data collection methods, categorization of support tickets, performance metrics evaluation, trend identification, and reporting timelines. The goal is to enhance help desk efficiency, improve customer support quality, and facilitate informed decision-making through regular monitoring and analysis of ticket patterns and team performance.

## 1. Purpose

To define clear processes for systematically collecting, categorizing, analyzing, and reporting help desk ticket data to support operational improvement and strategic decisions.

## 2. Scope

This SOP applies to all help desk team members, supervisors, and data analysts involved in support ticket handling, tracking, and performance reporting.

## 3. Responsibilities

- **Help Desk Agents:** Accurately categorize and document tickets.
- **Supervisors/Managers:** Oversee data accuracy, ensure timely reporting, and identify performance issues.
- **Data Analysts:** Prepare reports, analyze trends, and share findings.

## 4. Procedures

### 4.1 Data Collection Methods

- All incoming support requests must be logged in the Help Desk Ticketing System (e.g., Jira Service Desk, Zendesk, ServiceNow).
- Mandatory fields: Ticket ID, Submission Date/Time, Customer Details, Issue Category, Priority, Assigned Staff, Resolution Details, and Closure Date/Time.
- Data export for analysis must occur at designated intervals (see Section 4.5).

### 4.2 Ticket Categorization

- Use standardized issue categories (e.g., Technical, Billing, Account Management).
- Sub-categorize issues where possible for granular reporting.
- Update categories as needed to reflect evolving support trends.

### 4.3 Performance Metrics Evaluation

Key metrics to track include, but are not limited to:

Metric	Description	Calculation
Total Tickets Received	The total number of tickets logged within the reporting period	Count of ticket records
First Response Time	Time taken to respond to a ticket after submission	Avg. (First Response Timestamp - Submission Timestamp)
Resolution Time	Time taken to resolve a ticket	Avg. (Closure Timestamp - Submission Timestamp)
Reopened Tickets	Number of tickets reopened after closure	Count of reopened tickets
Customer Satisfaction	Rating based on post-resolution surveys	Avg. survey rating (%)

### 4.4 Trend Identification

- Analyze historical ticket data to identify recurring issues, seasonal trends, and spikes in volume.

- Segment data by category, customer type, or department to pinpoint root causes.
- Use visualization tools (e.g., charts, dashboards) for effective trend presentation.

### 4.5 Reporting Timelines

- **Weekly:** Summary report covering ticket volumes, top categories, unresolved tickets, and urgent issues.
- **Monthly:** Detailed dashboard with performance metrics, satisfaction scores, top trends, and action items.
- **Quarterly:** Strategic review including year-on-year trends, improvement initiatives, and resource planning recommendations.

## 5. Review and Continuous Improvement

- Solicit feedback from stakeholders post-report distribution.
- Adjust data collection and reporting practices based on evolving business needs.
- Review effectiveness of SOP annually and update as necessary.

## 6. References

- Ticketing System Documentation
- Internal KPIs and Service Level Agreements (SLAs)
- Customer Satisfaction Survey Templates

## 7. Revision History

Date	Version	Description	Approved By
2024-06-15	1.0	Initial release	Help Desk Manager