



PINK ELEPHANT SA
SOUTH AFRICA'S
SERVICE DESK
BENCHMARK REPORT
2023

TABLE OF CONTENTS

About Pink Elephant

2023 Highlights: Year in Review

Key Findings

- 1.1. Company Demographics
 - 1.2. Productivity
 - 1.3. Staffing
 - 1.4. Technology
 - 1.5. Customer Satisfaction
-

Contact Us

CONNECTING
PEOPLE +
PROCESSES +
TECHNOLOGY

ABOUT US

First established in 1980, Pink Elephant has grown to be the world's largest independent provider of IT management training, IT Consulting, managed IT support, and ITSM technology solutions. The Pink Elephant Service Benchmarking report, conducted by Pink Elephant, serves as a testament to the organisation's unparalleled expertise and industry leadership.

As a global pioneer in the field, Pink Elephant has been at the forefront of IT service management since its inception, shaping and revolutionising the landscape worldwide. The organisation's commitment to excellence is underscored by its specialisation in improving the quality of IT services. Pink Elephant achieves this by diligently applying recognised best practice frameworks such as PRINCE2® Project Management, IT Governance (COBIT®), ISO/IEC 20000, and the Service Desk Institute (SDI).

Recognising that high-end systems are only as valuable as the individuals operating them, Pink Elephant places a strong emphasis on the skills and expertise of its workforce. To ensure the highest level of service effectiveness, Pink Elephant takes the initiative to certify and equip the people manning your IT service desks with the necessary knowledge and skills.

In conclusion, Pink Elephant's enduring commitment to excellence, coupled with its industry-leading expertise, makes it a trusted partner in elevating IT service quality and efficiency. The Pink Elephant Service Benchmarking report exemplifies their dedication to setting the gold standard in IT service management.



Pink Elephant South Africa is commemorating a significant milestone of 20 years in operation. In recognition and celebration of this remarkable achievement, we are infusing a touch of elegance and distinction by incorporating a golden theme to our "vicenary" celebration.

OUR SERVICES

Our comprehensive approach to IT Service Management is through connecting people and optimising process to leverage technological advancements

Managed IT

Pink Elephant is a world pioneer in IT service management and a leading authority of managed IT service desks. Backed by over four decades of experience, we know how to transform your out-of-control IT departments into champions of customer service excellence.

CONSULTING

Pink utilises proven methods from various industries to create an agile framework that enables quick, concrete results. We embrace a comprehensive lifecycle approach in our IT consulting services, encompassing assessments, strategy formulation, execution, and enhancement. Our seasoned consultants are skilled in adapting, integrating, and tailoring ITSM and Governance best practices and frameworks to suit your organisation's specific needs.

TECHNOLOGY

At Pink Elephant, we adopt a collaborative approach to finding flexible and unique solutions for resilient and cutting-edge IT service management processes. Our team of experienced technicians and consultants provide custom process design, software implementation, system training, and ongoing support to ensure that your IT is the driving force behind your organisation's success.

EDUCATION

Pink Elephant are the market leaders in IT Management best practice training, globally. We offer a comprehensive portfolio of business, leadership, project management and IT service management training programs, including business simulations and recognised certifications.

2023 YEAR IN REVIEW

In a dynamic and rapidly evolving global business landscape, South Africa finds itself at a critical juncture in the realm of IT service management. The modern business environment demands seamless and efficient IT support, making service desks pivotal in ensuring organizational success. Recognizing this pressing need, Pink Elephant is proud to present "**South Africa's First Service Desk Benchmarking Report**," a groundbreaking initiative designed to delve into the unique South African context and shed light on service desk performance.

South Africa, with its diverse economic sectors and rapidly expanding technology infrastructure, stands as a beacon of innovation and progress on the African continent. Its businesses and institutions face both unique challenges and opportunities in the realm of IT service management. Factors such as a growing reliance on digital technologies, increased customer expectations, and a fluctuating economic landscape have heightened the importance of effective service desk operations. This report holds immense significance **for South African organizations** navigating this dynamic landscape. It serves as a benchmarking tool that allows them to assess and improve their IT service management practices. By examining the South African context, this report provides insights tailored to the specific needs and challenges faced by businesses and institutions in the country.

The data presented in this report is the result of a rigorous and extensive research methodology. We collected data from a diverse range of South African organizations, spanning various industries and sectors. Our research encompassed key performance indicators, service desk maturity assessments, and surveys, among other data sources. The methodology ensures that the findings are not only robust but also reflective of the South African IT service management landscape.

As we embark on this journey to explore and understand the current state of service desks in South Africa, in collaboration with Pink Elephant, we invite you to delve into the wealth of information presented in this report. . It is our hope that the insights and data contained herein, powered by Pink Elephant's extensive research, will empower South African organizations to optimize their service desk operations, achieve operational excellence, and ultimately contribute to the continued growth and success of the nation's economy.





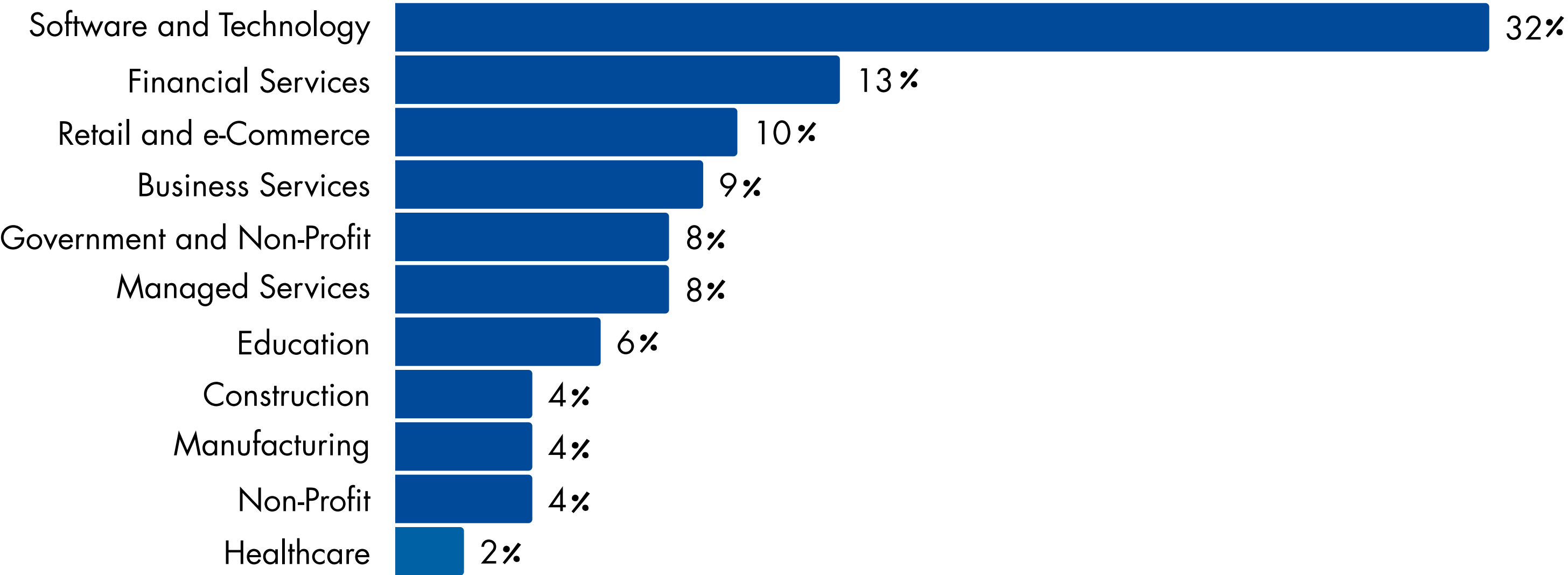
BACKGROUND & DEMOGRAPHICS

In the "Background and Demographics" section of this report, we delve into the evolving landscape of IT service management within South Africa. This comprehensive analysis provides a detailed overview of the industry's current state, highlighting key demographic trends, operational insights, and the significant strides made in service desk technologies and practices.

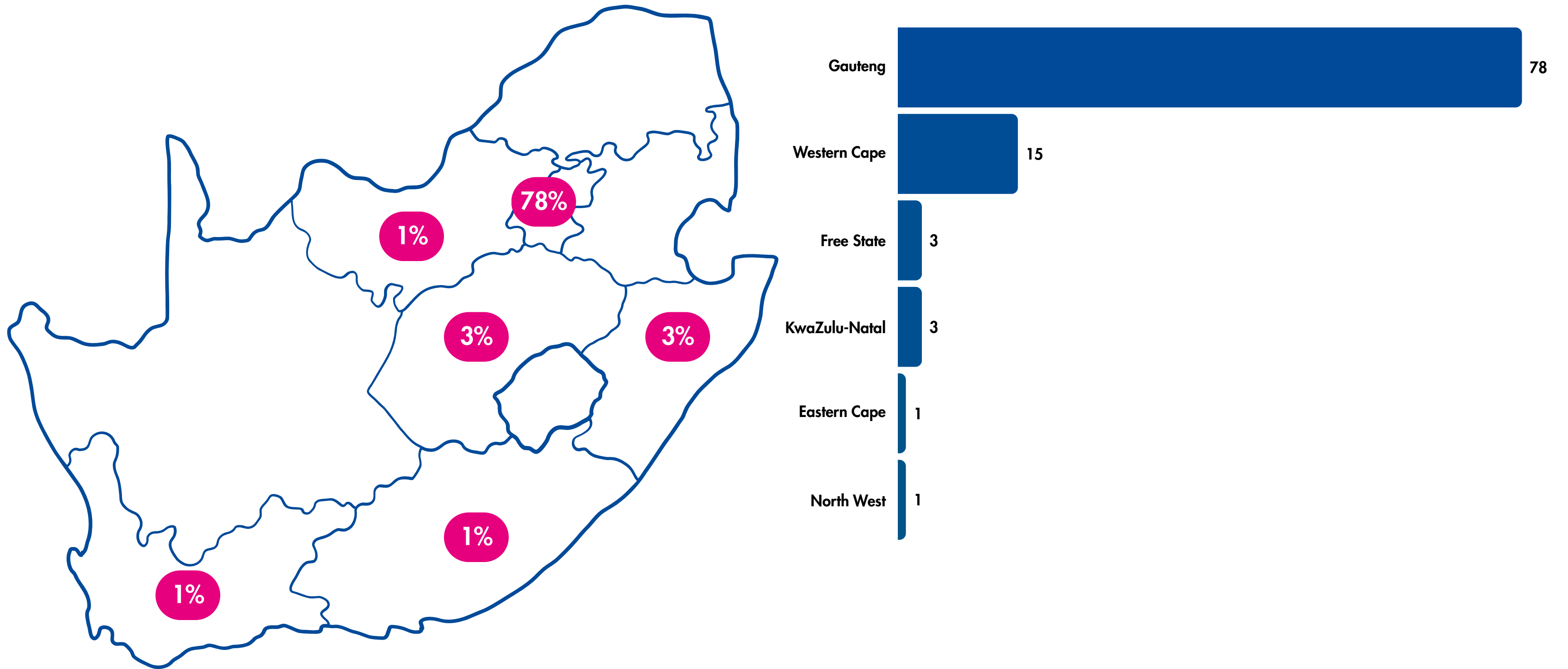
Emphasising the dynamic interplay between technology and human capital, this section offers a unique glimpse into the diverse workforce powering the industry, their educational backgrounds, and the various roles they fulfil. By mapping these elements against the backdrop of South Africa's unique IT environment, the report offers invaluable perspectives for stakeholders looking to understand and navigate the complexities of this vibrant sector.



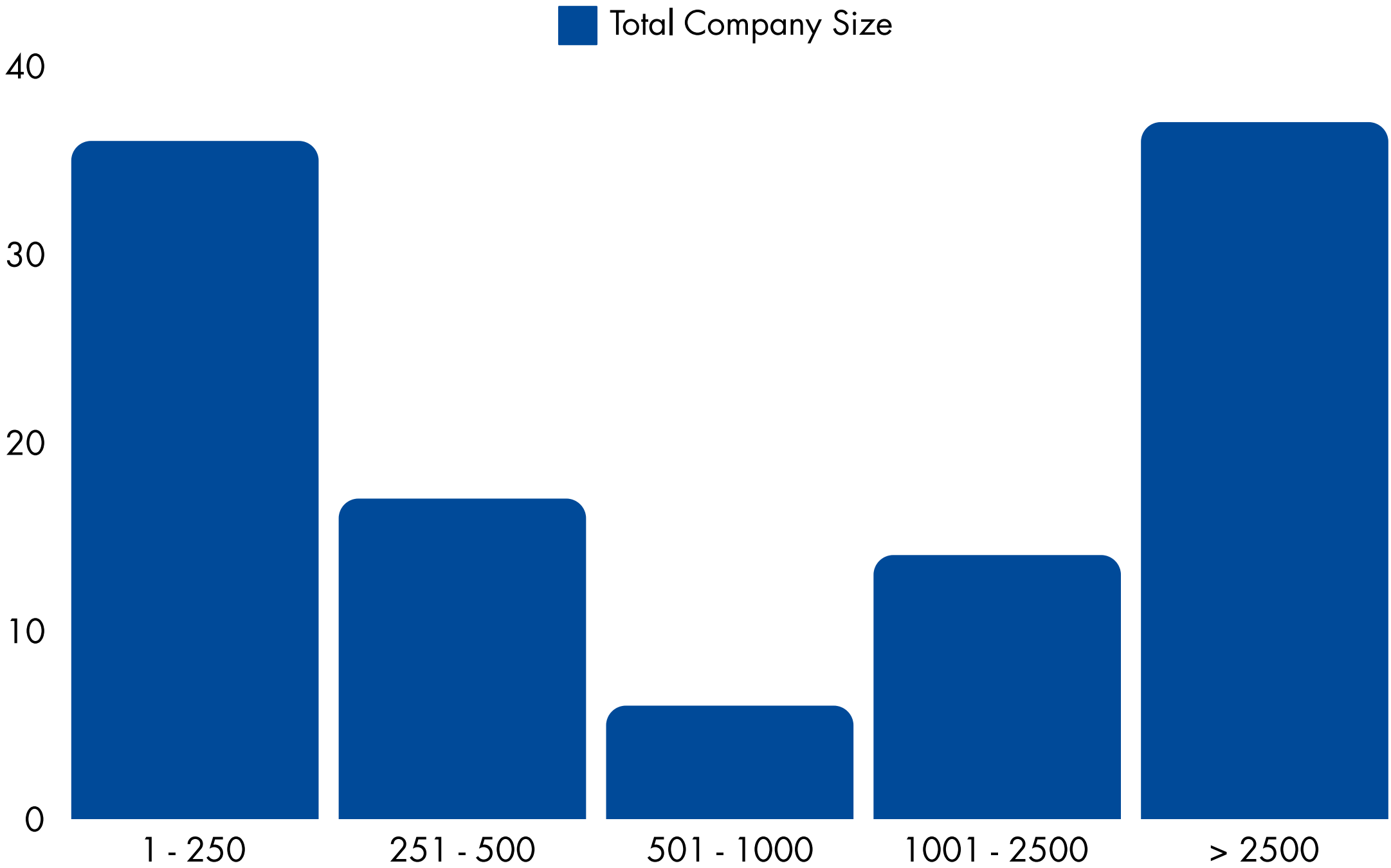
INDUSTRY SECTORS



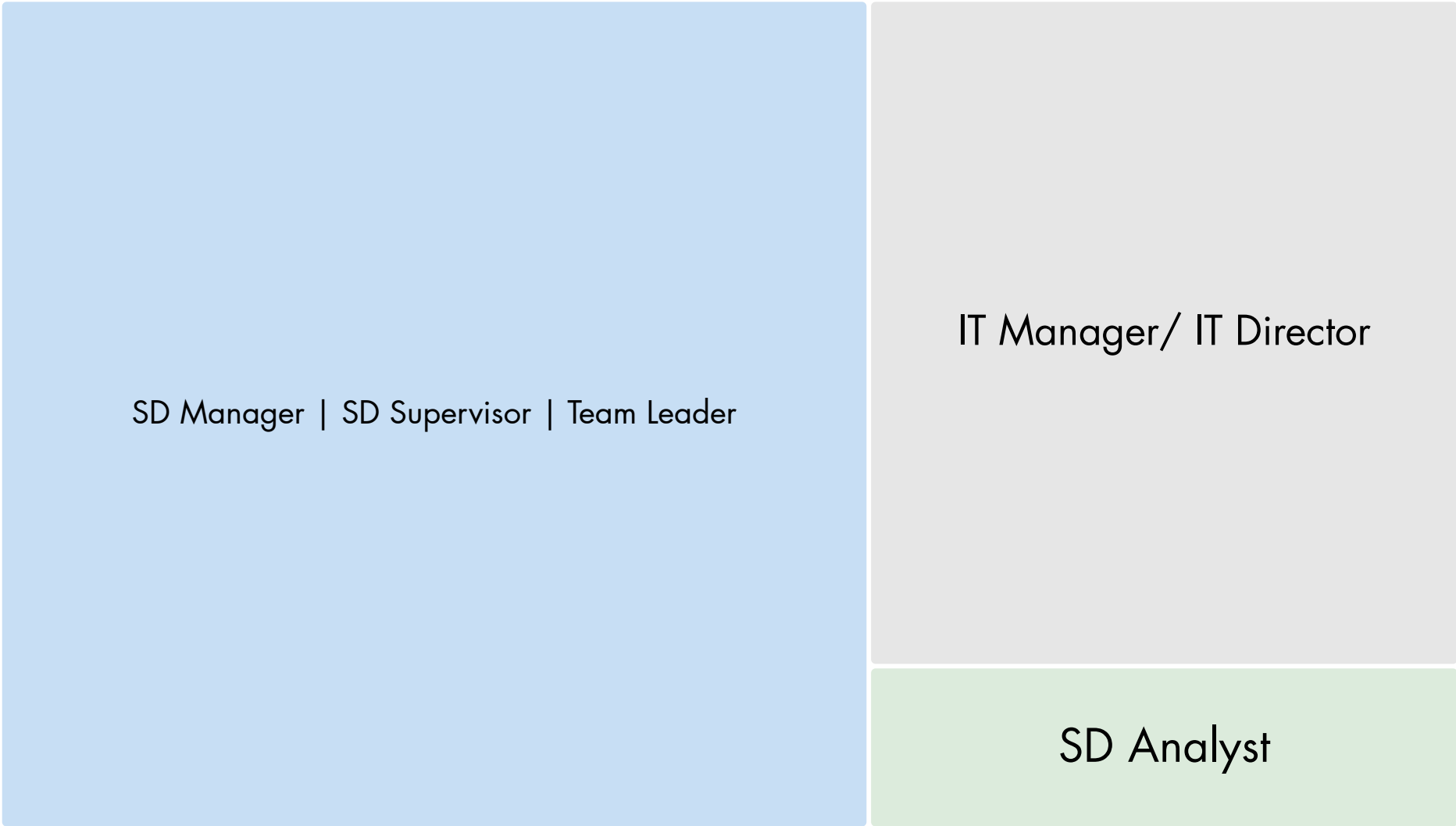
PROVINCES



COMPANY SIZE



JOB TITLE



***SD = Service Desk**



PRODUCTIVITY

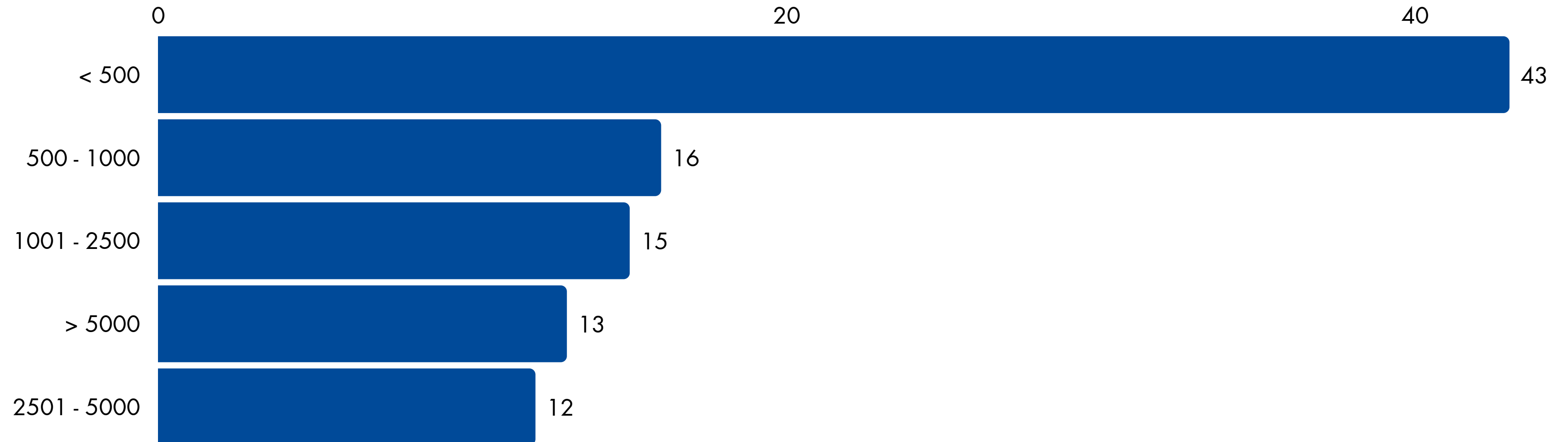
The "Productivity" section of the Pink Elephant South Africa Service Desk Benchmark Report 2023 offers a detailed examination of the types and frequencies of incidents and service requests encountered in the South African IT service management sector.

This segment analyses trends in incident resolution, service request handling, and the impact of these factors on overall service efficiency. It also explores the strategies employed to manage these incidents and requests, highlighting best practices and areas for improvement. The data presented in this section is instrumental for understanding the challenges and opportunities in streamlining service desk operations and enhancing customer satisfaction.

PRODUCTIVITY



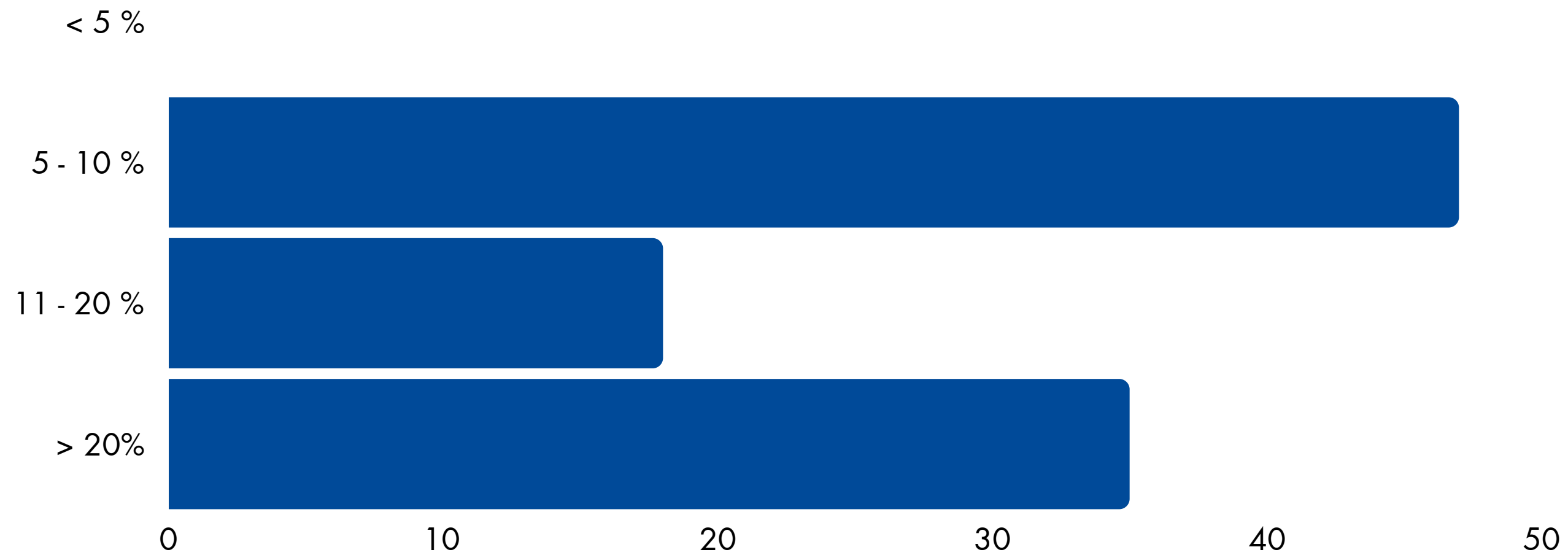
Average Number of services requests logged on a monthly basis



PRODUCTIVITY



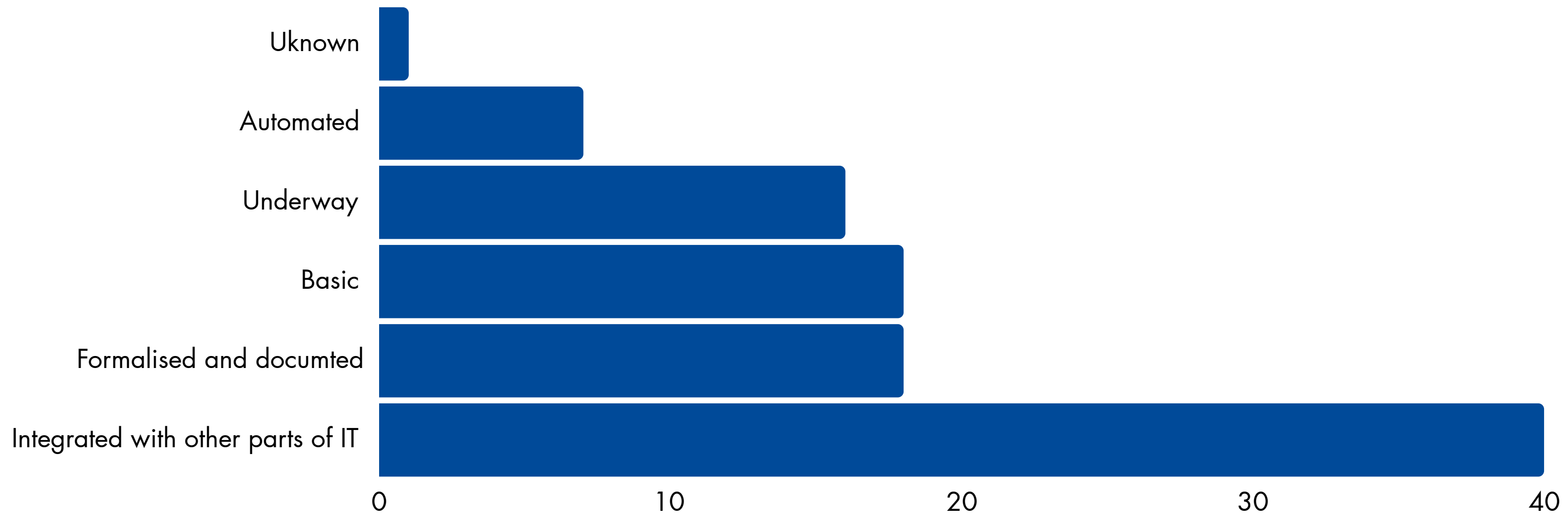
Percentage of ticket deflected by self-service on a monthly basis



PRODUCTIVITY



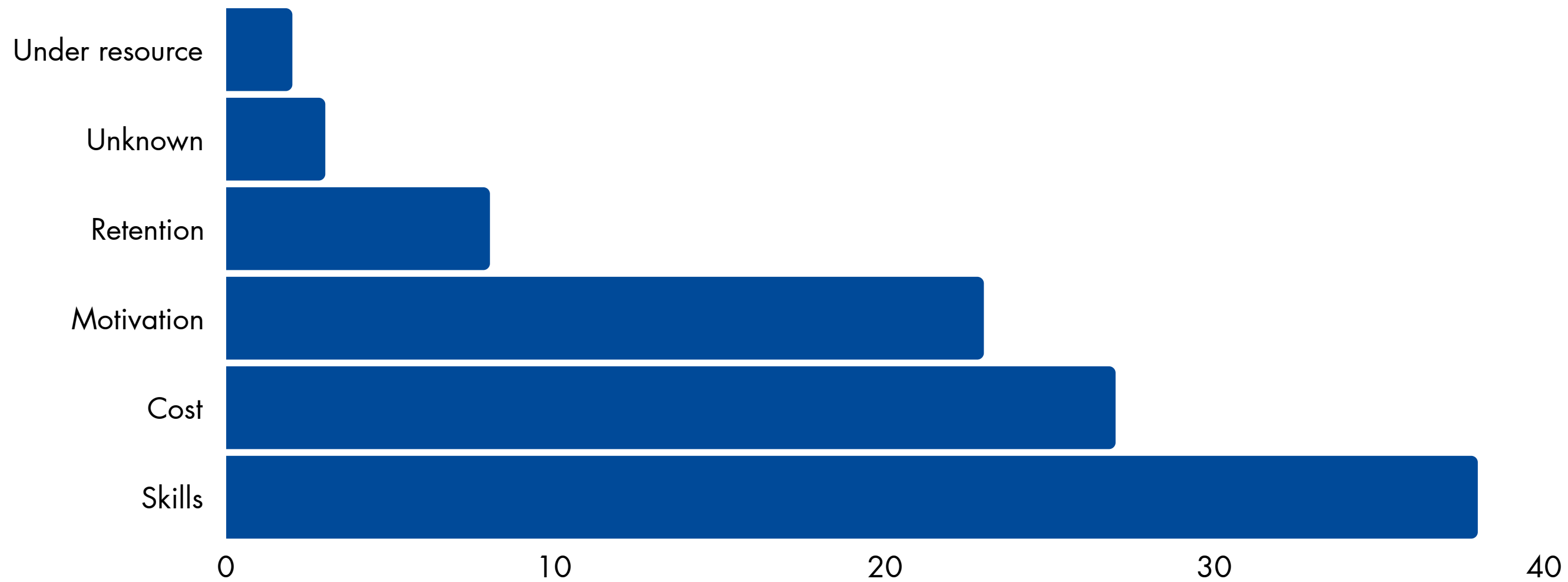
Best Practice Process Implementation



PRODUCTIVITY



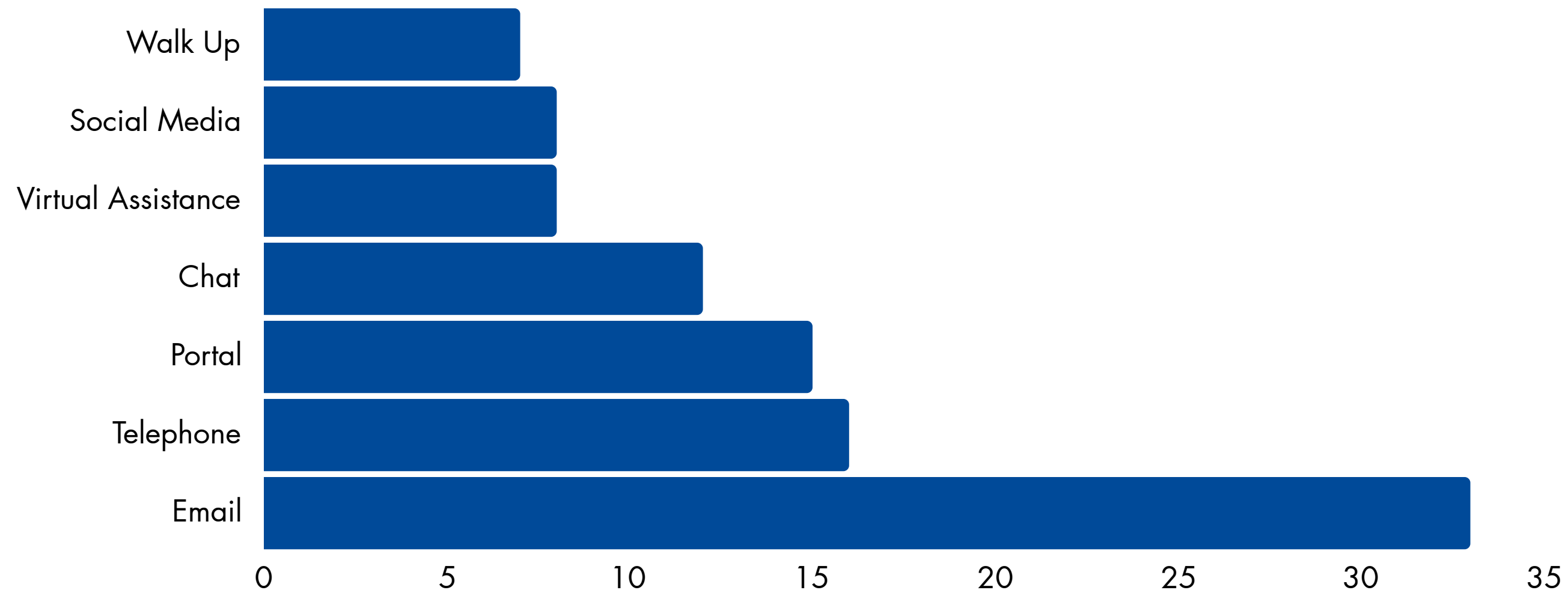
Current challenges in service desk



PRODUCTIVITY



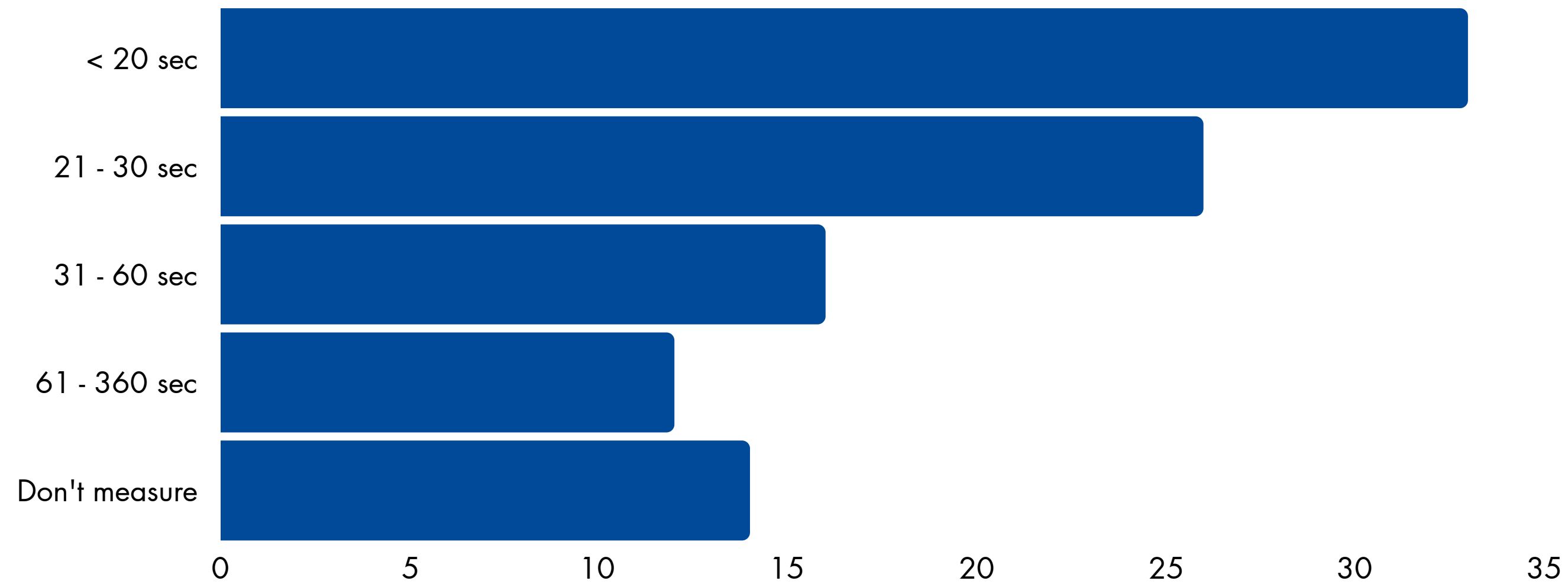
Inbound Channels



PRODUCTIVITY



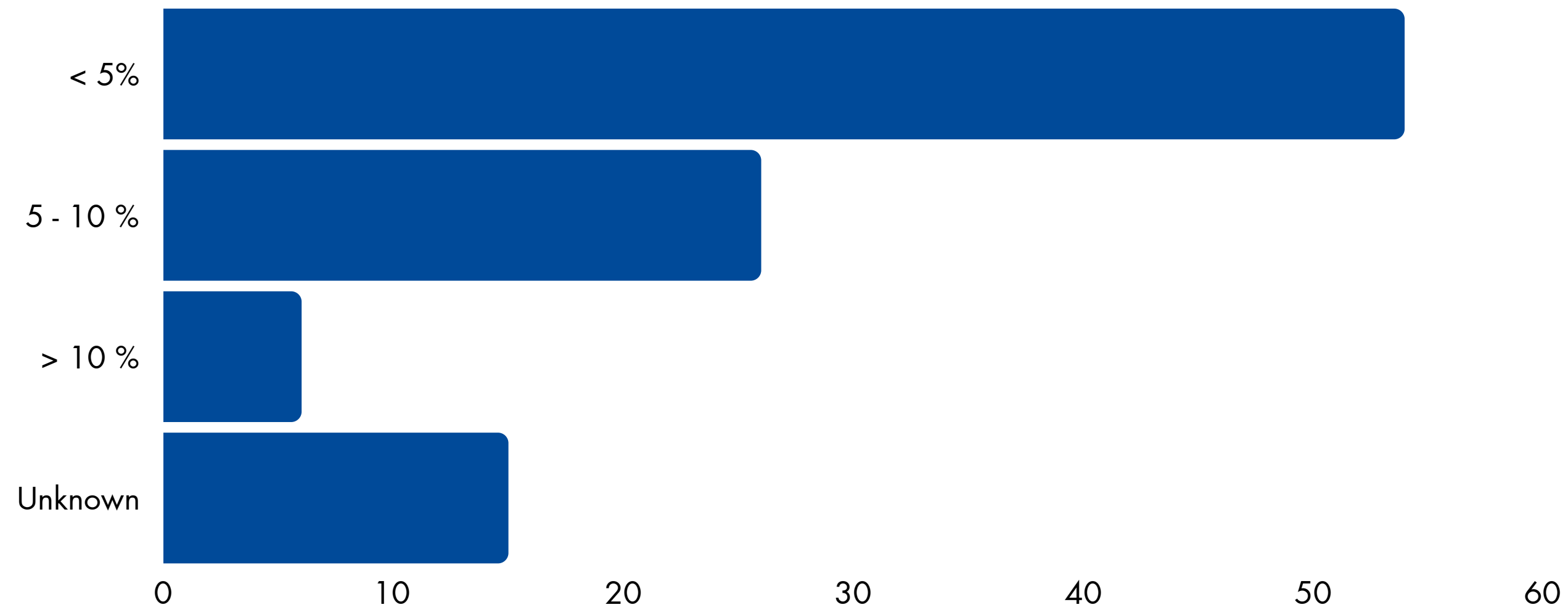
Average speed to answer



PRODUCTIVITY



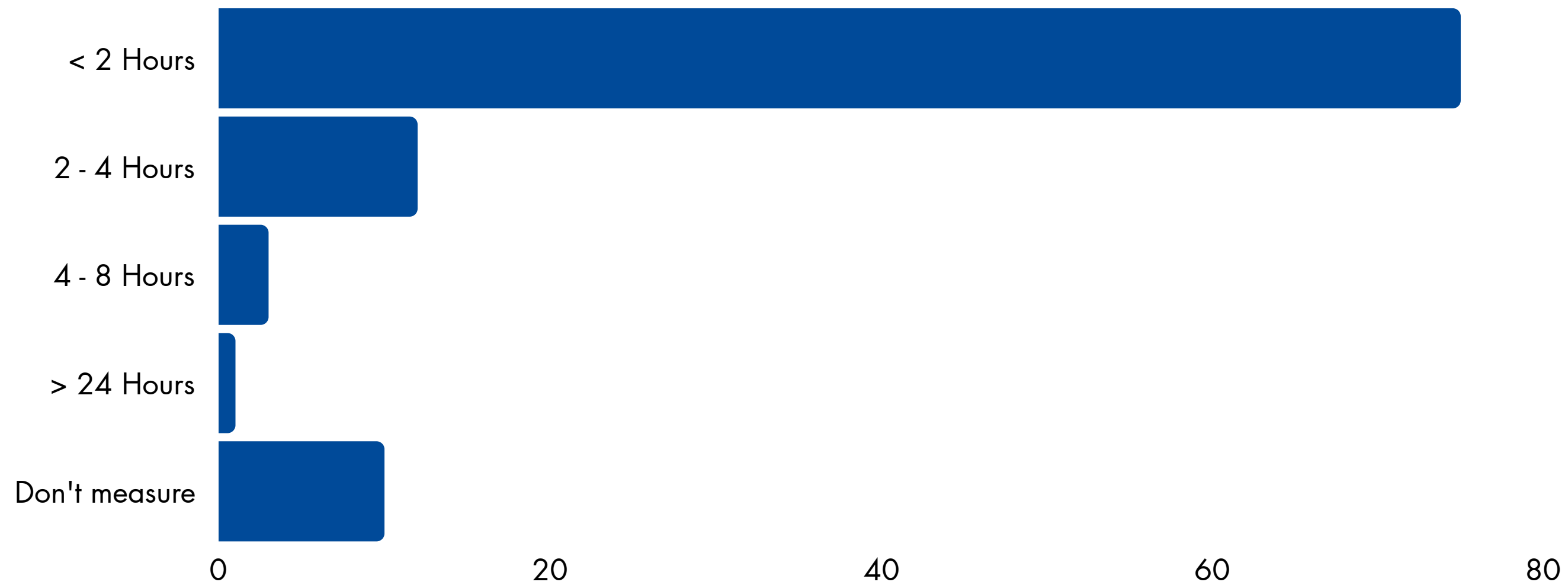
Average call abandon rate



PRODUCTIVITY



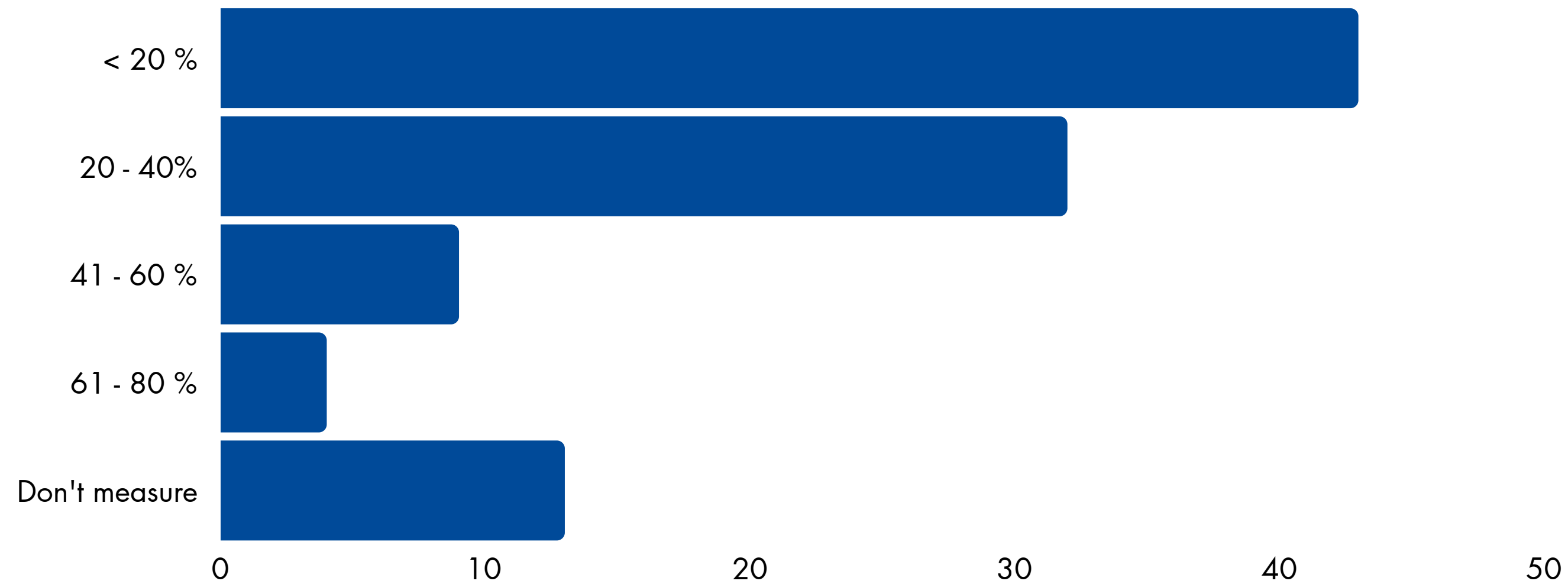
Average time to assign ticket



PRODUCTIVITY



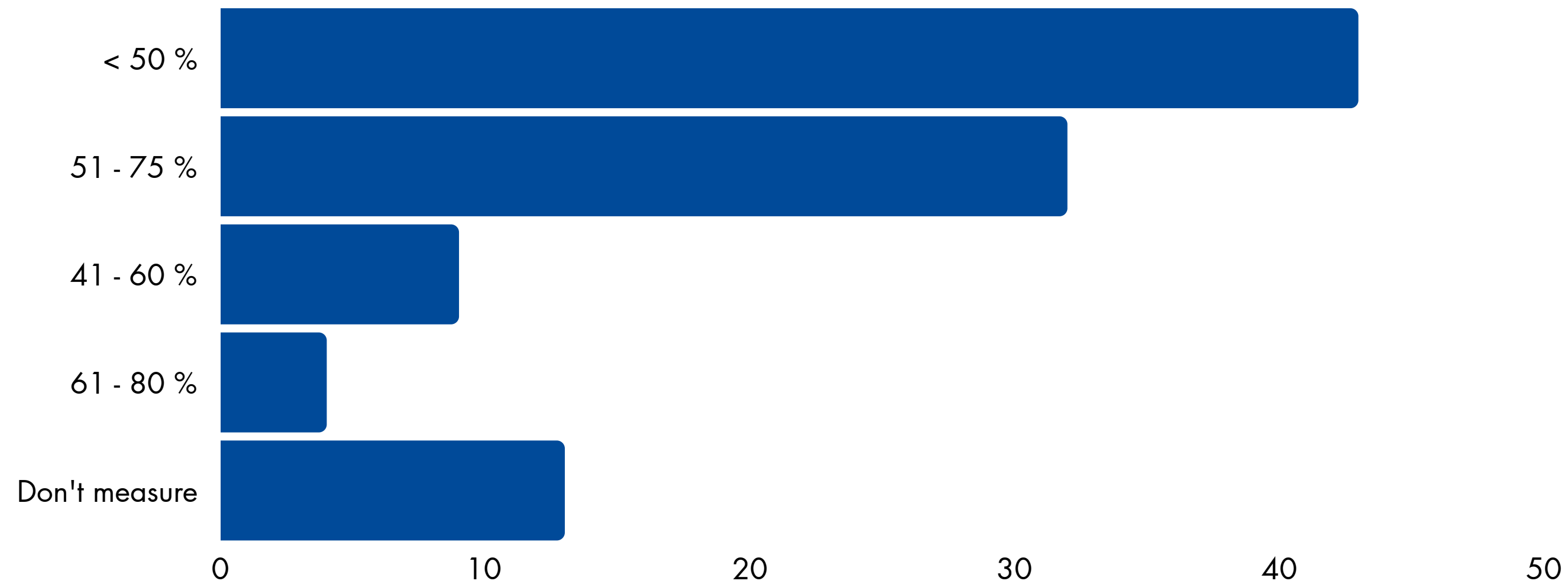
Average Incidents Escalated



PRODUCTIVITY



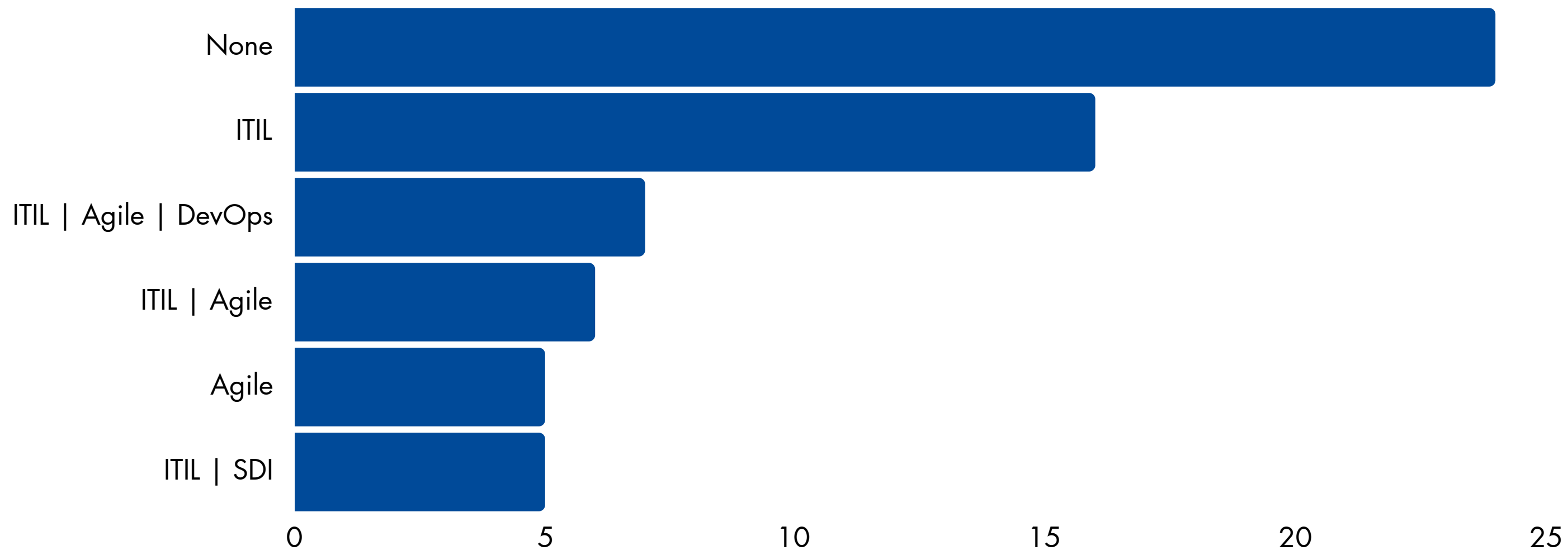
Average Resolution SLA Performance



PRODUCTIVITY



Frameworks/Standards adopted by your organisation





STAFFING

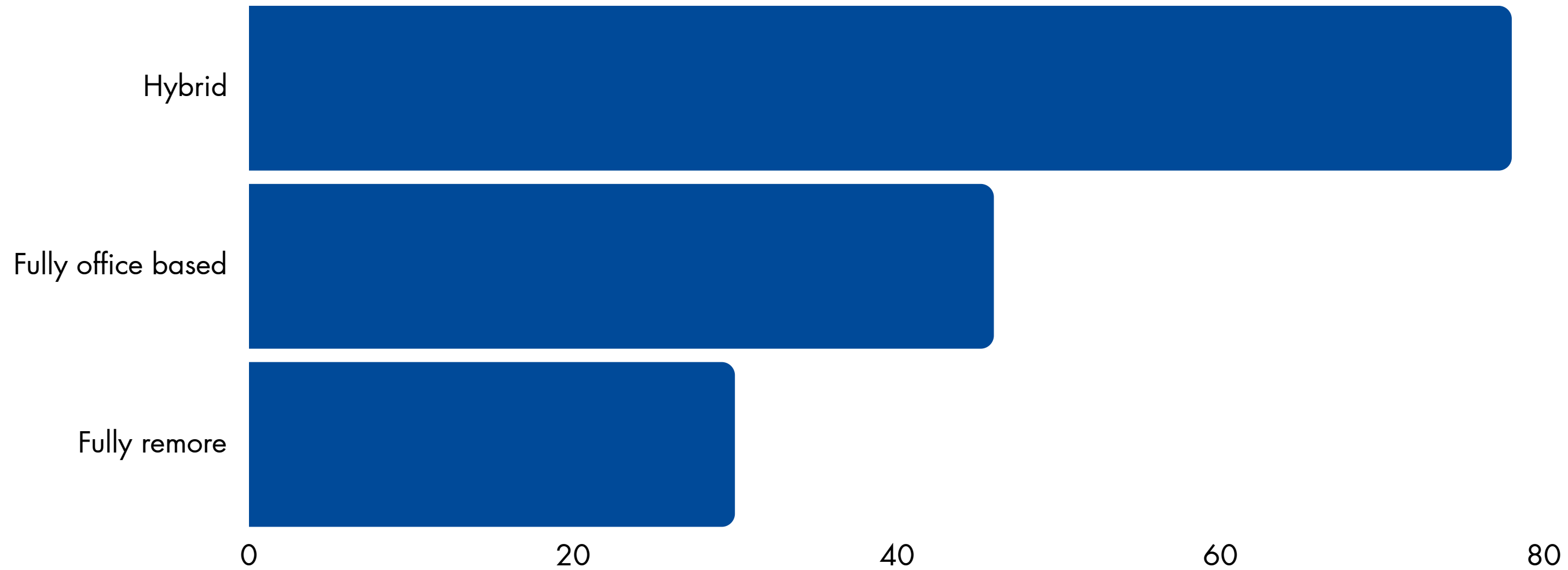
The "Staffing" section of the Pink Elephant South Africa Service Desk Benchmark Report 2023 focuses on staffing patterns and the quality of service delivery in the South African IT service management industry.

This section assesses the correlation between staff numbers and the efficiency of service desks, examining how different headcounts impact service levels. It also explores optimal staffing models and their effectiveness in maintaining high service standards. This analysis is crucial for organisations aiming to balance workforce size with service quality, ensuring both efficiency and customer satisfaction.

STAFFING



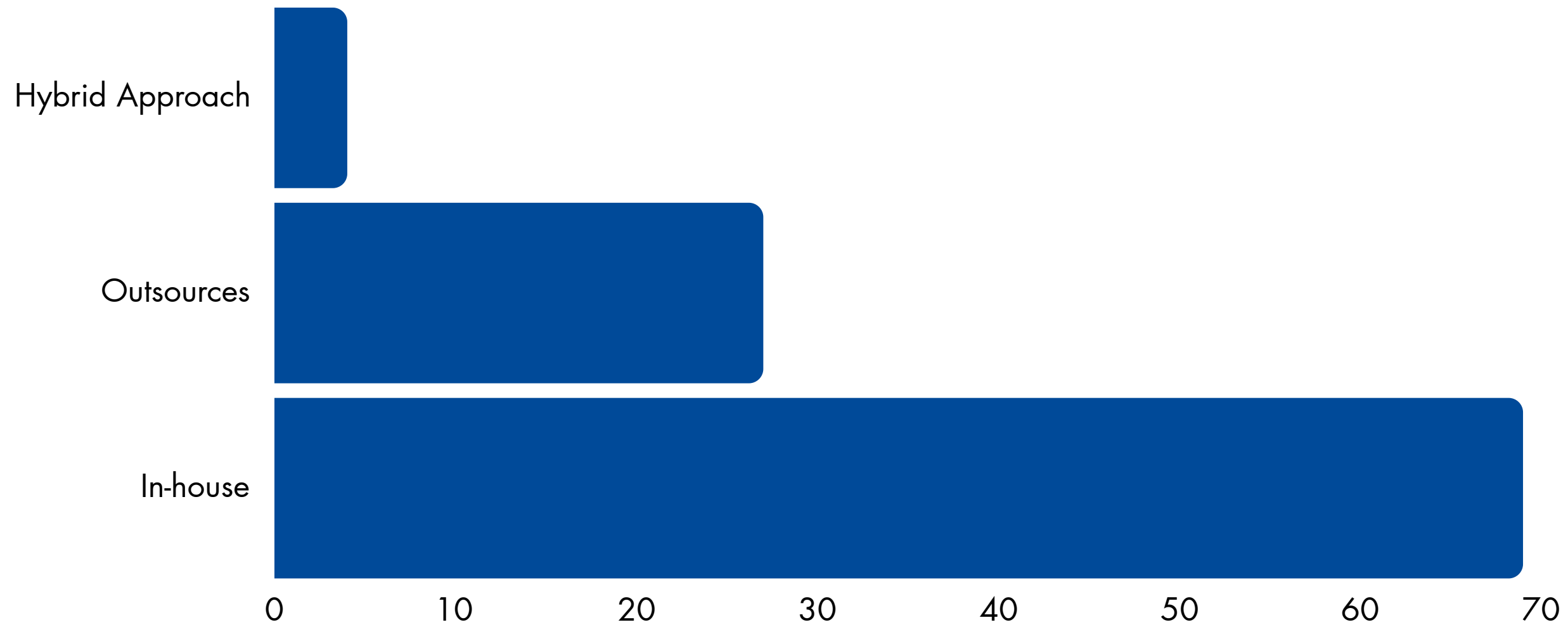
Delivery method currently deployed



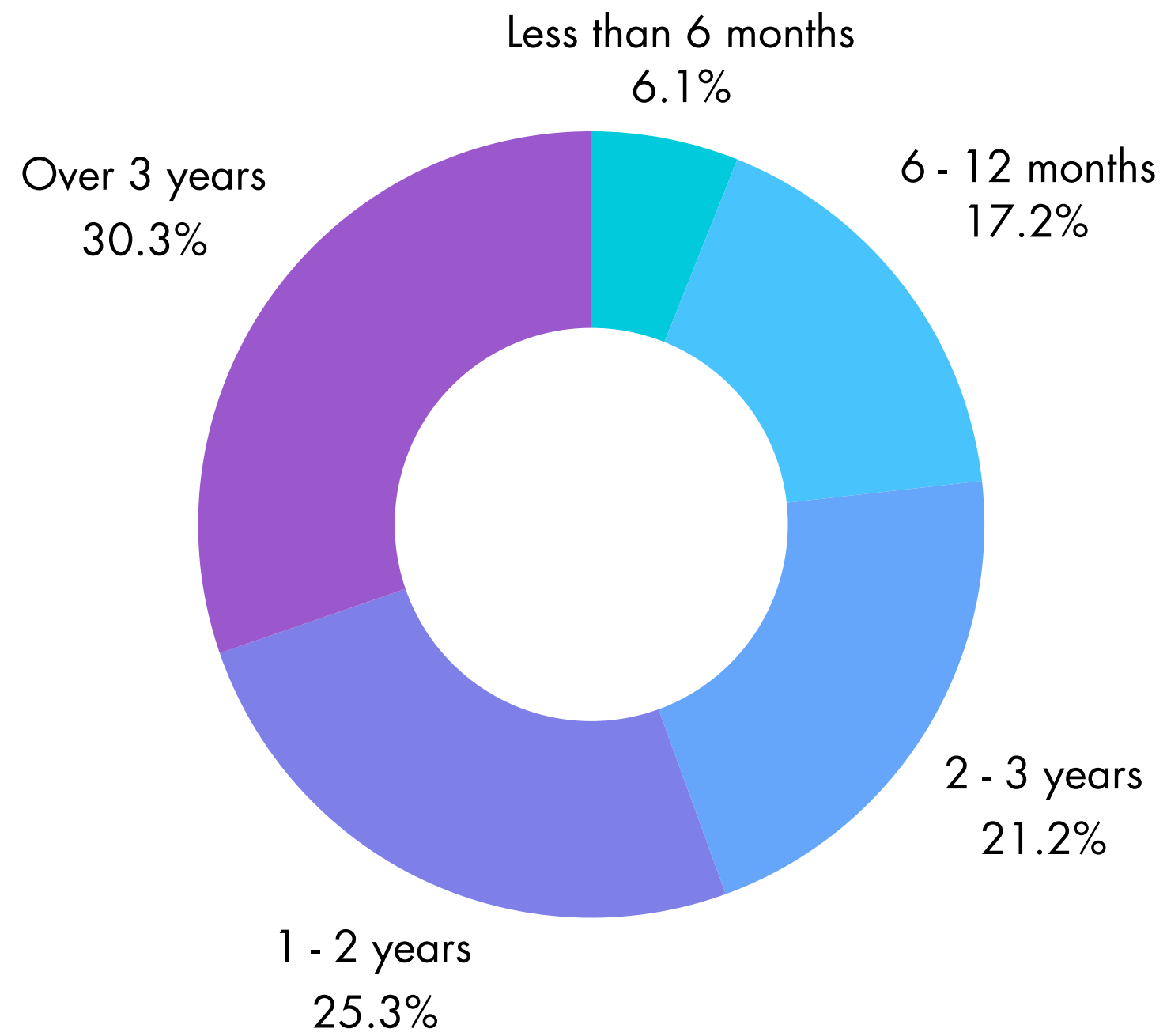
STAFFING MODEL



Service Desk Operational Models: In-House, Outsourced, and Hybrid Approaches



SALARIES

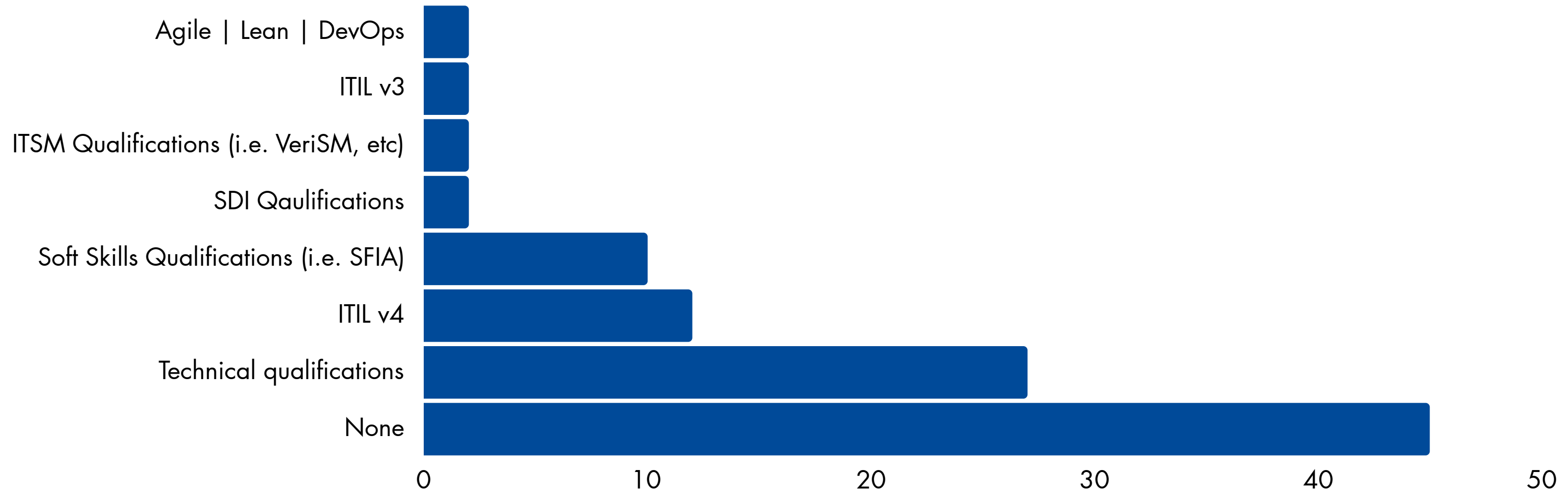


Average length of a service desk analyst

QUALIFICATIONS



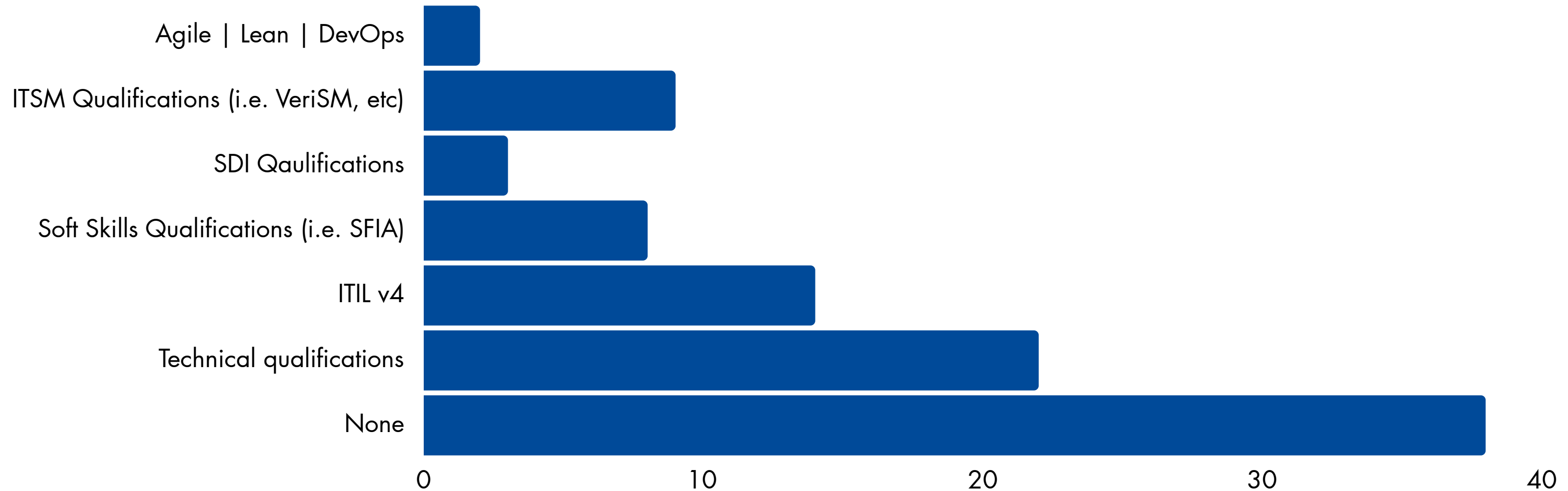
Qualifications achieved over the past year



QUALIFICATIONS



Qualifications planned for the next 12 months





TECHNOLOGY

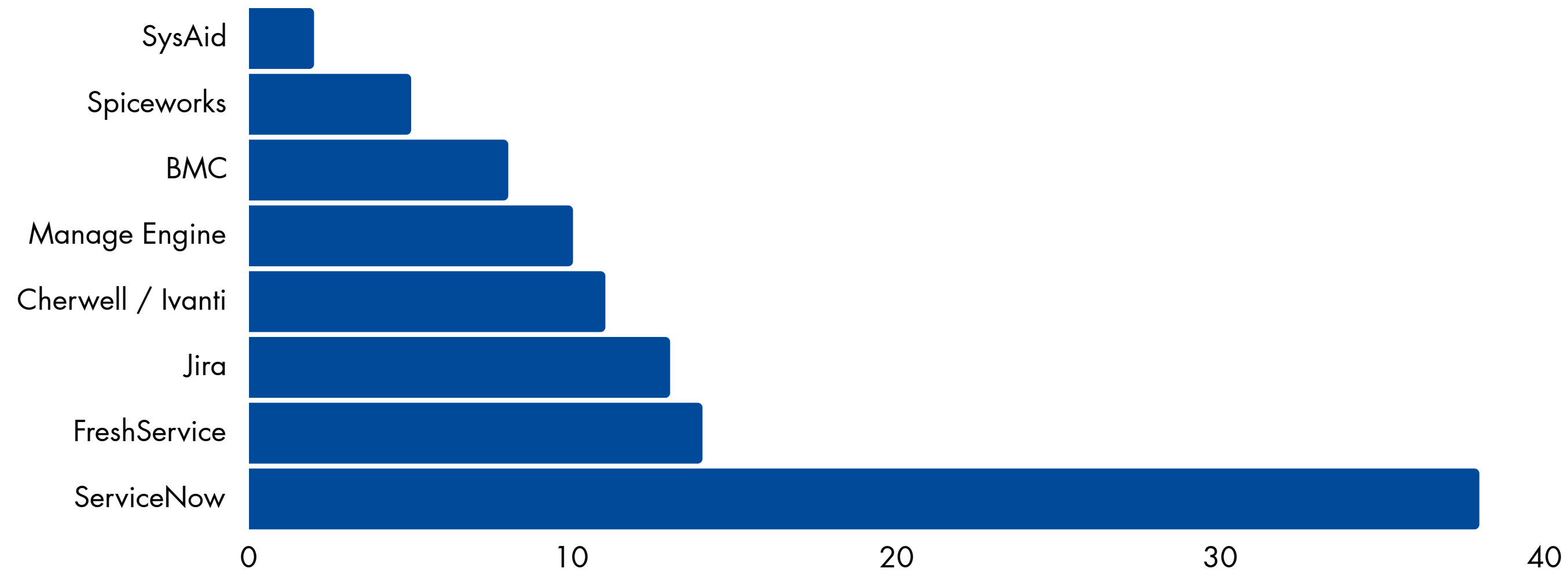
The "Technology" section of the Pink Elephant South Africa Service Desk Benchmark Report 2023 provides a thorough analysis of the current technologies and tools employed in service desks across South Africa.

This section highlights the integration of emerging technologies, their impact on service efficiency, and the evolution of service desk operations in response to technological advancements. It also addresses how these technologies are reshaping customer service interactions and the overall effectiveness of IT service management. This comprehensive overview offers valuable insights into the technological landscape shaping the future of service desks in the region.

TECHNOLOGY



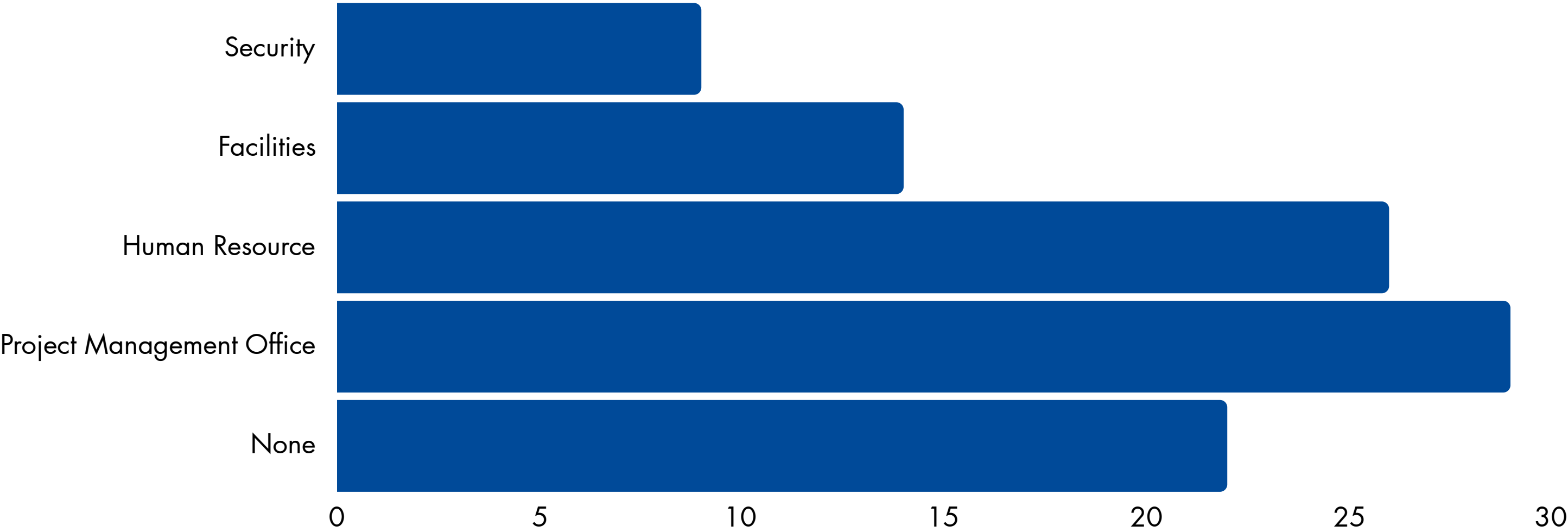
ITSM Suites Deployed



TECHNOLOGY

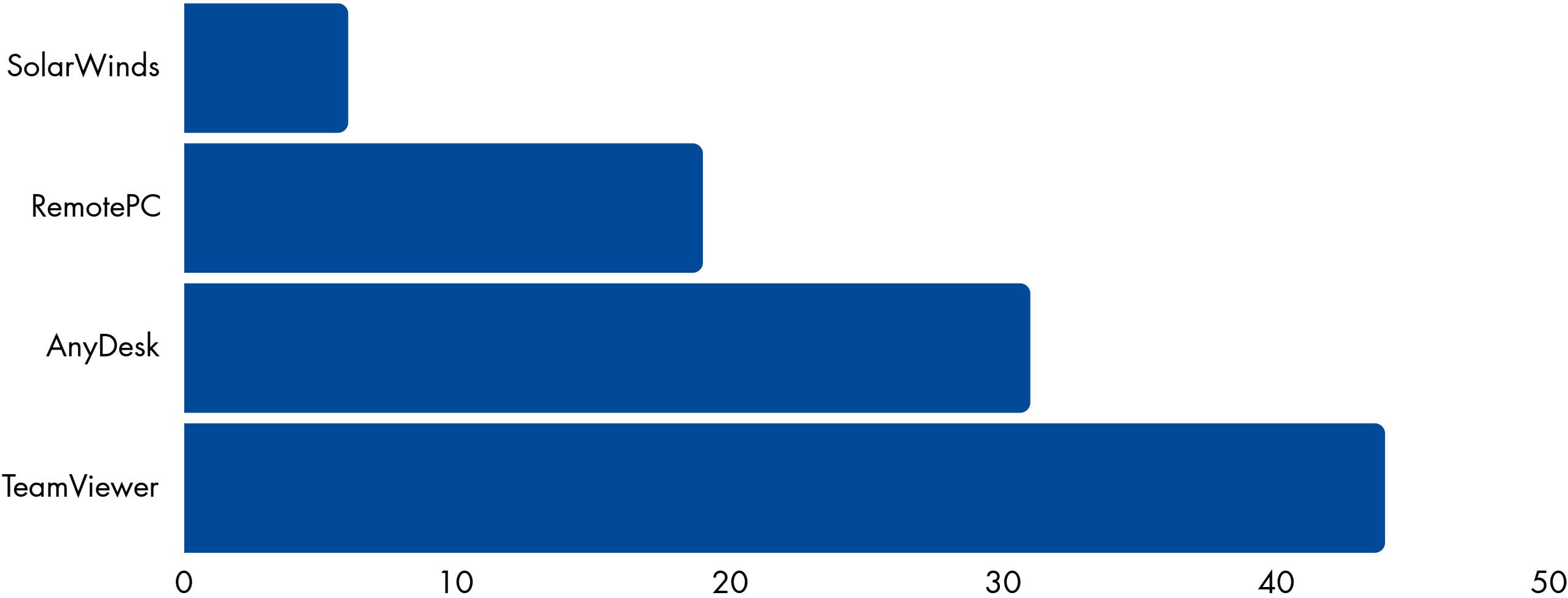


Utilising ITSM Technology for other Enterprise Process Automation



TECHNOLOGY

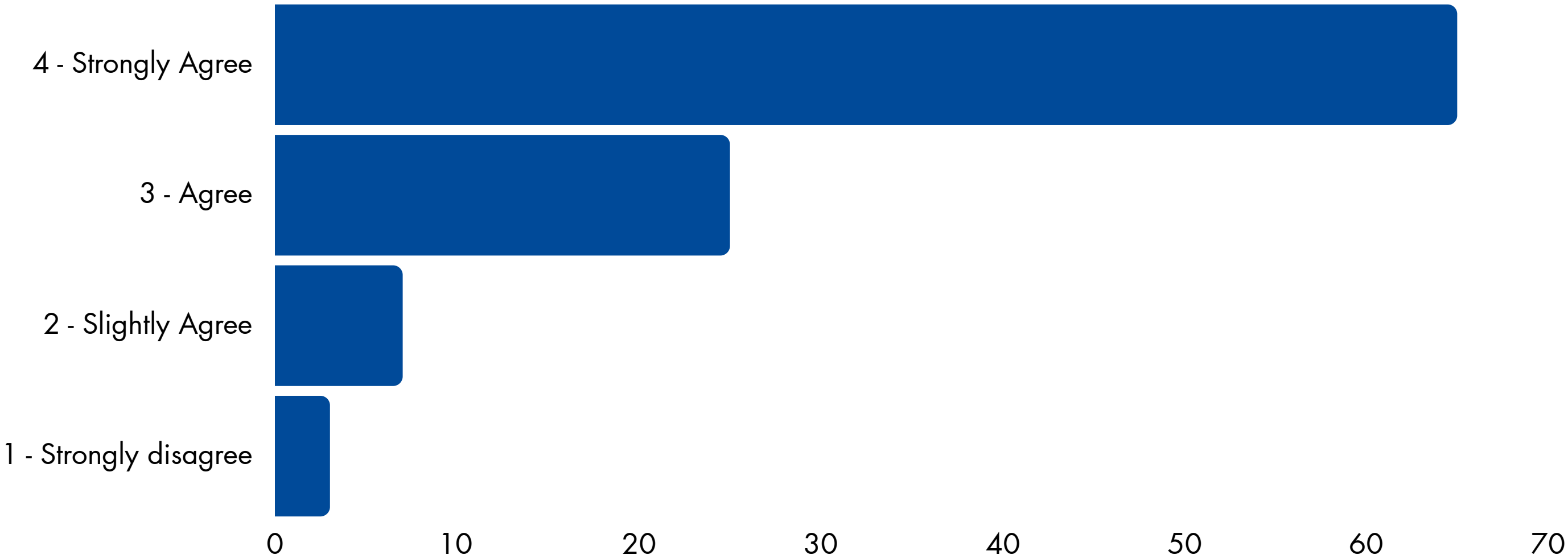
Remote Assistance software's in use



TECHNOLOGY



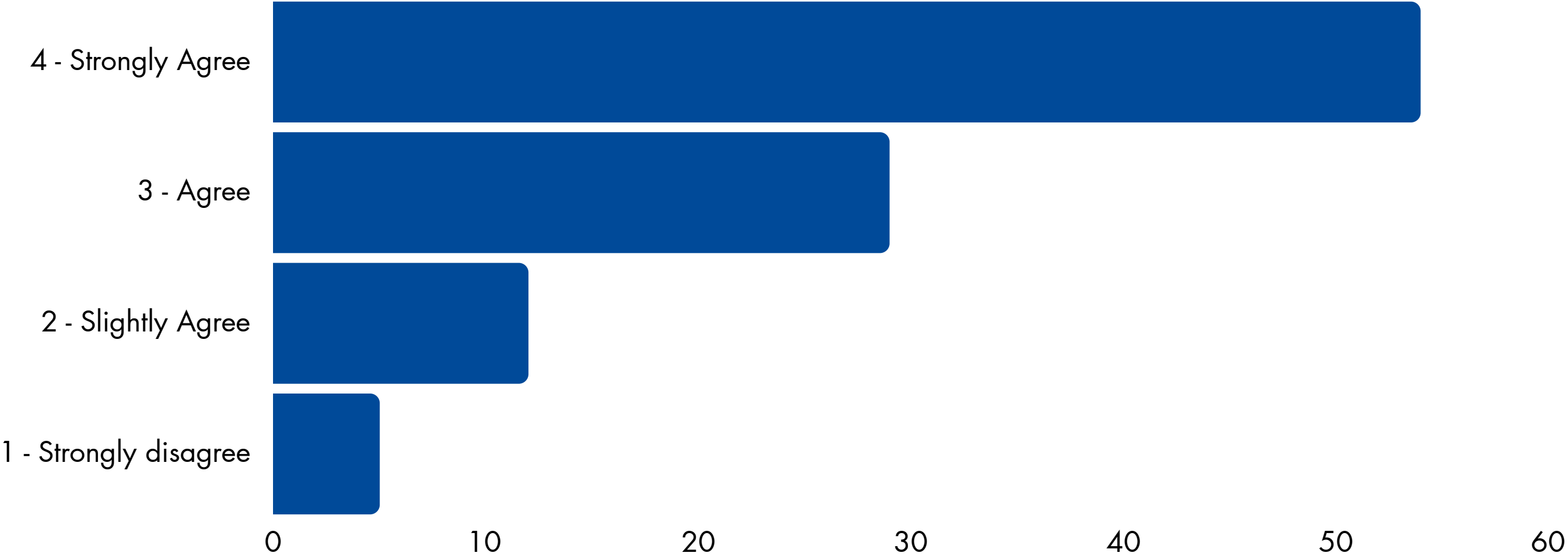
In the future we will use more self help and self service facilities



TECHNOLOGY

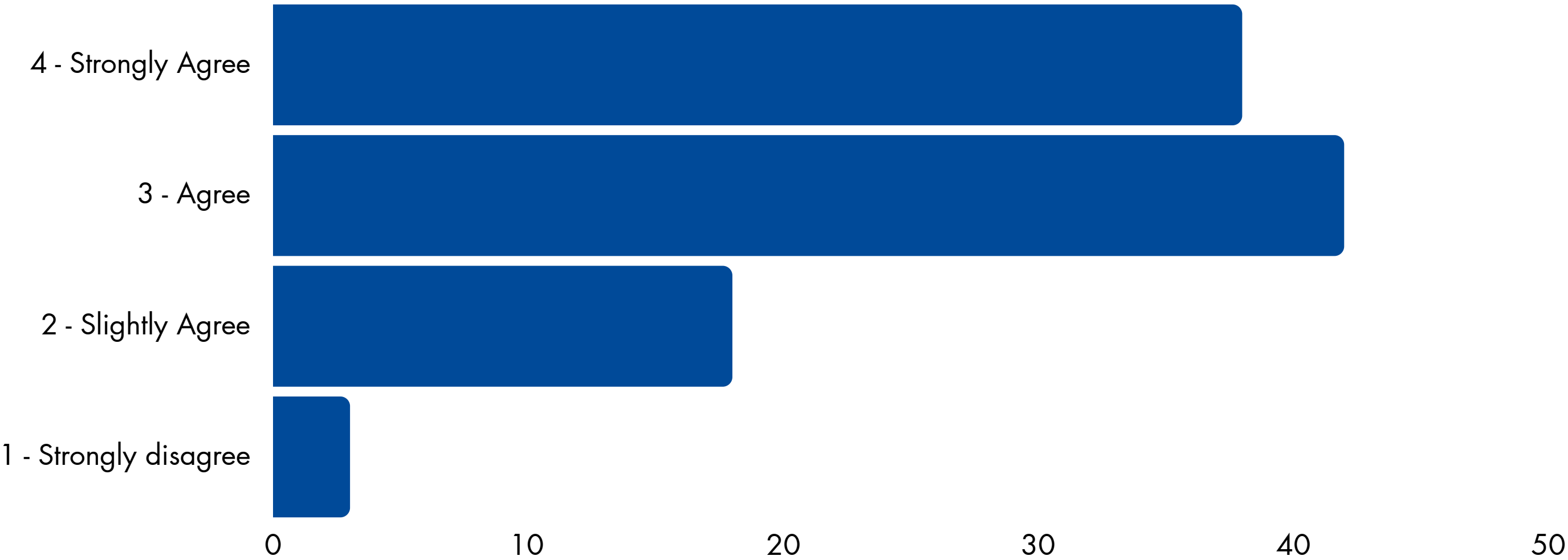


In the future we will use more chatbots and virtual agent technology



TECHNOLOGY

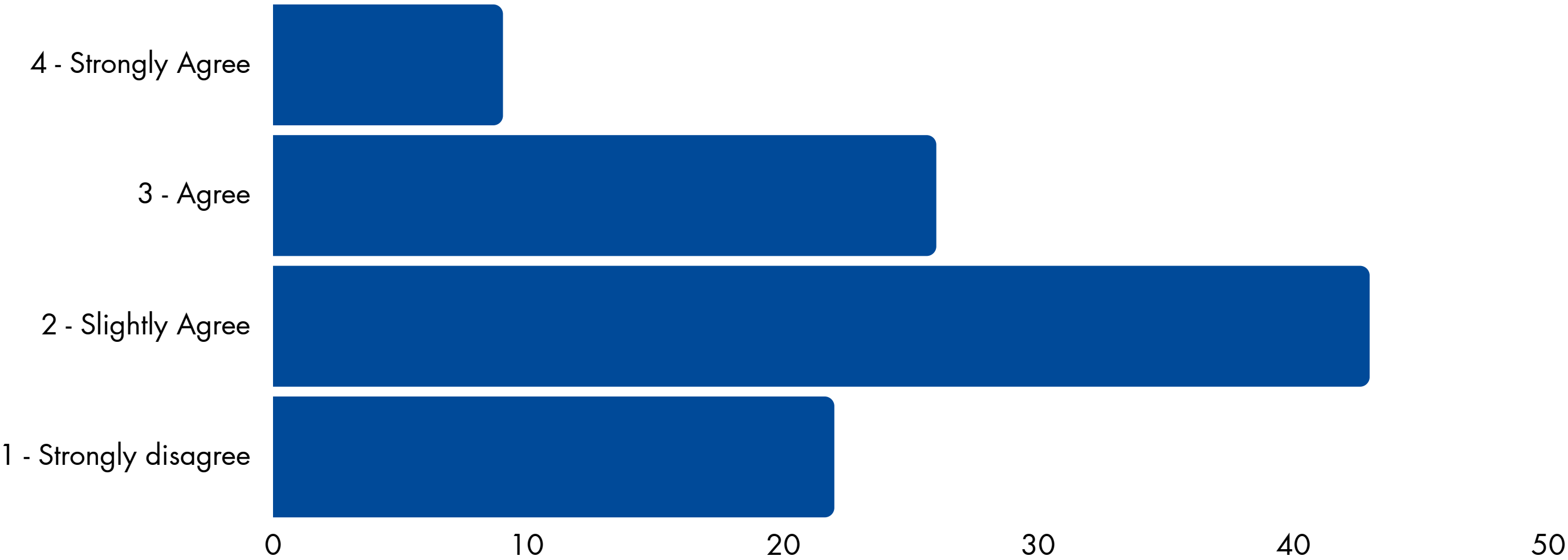
We use less than half of all the functions of our service desk software system



TECHNOLOGY



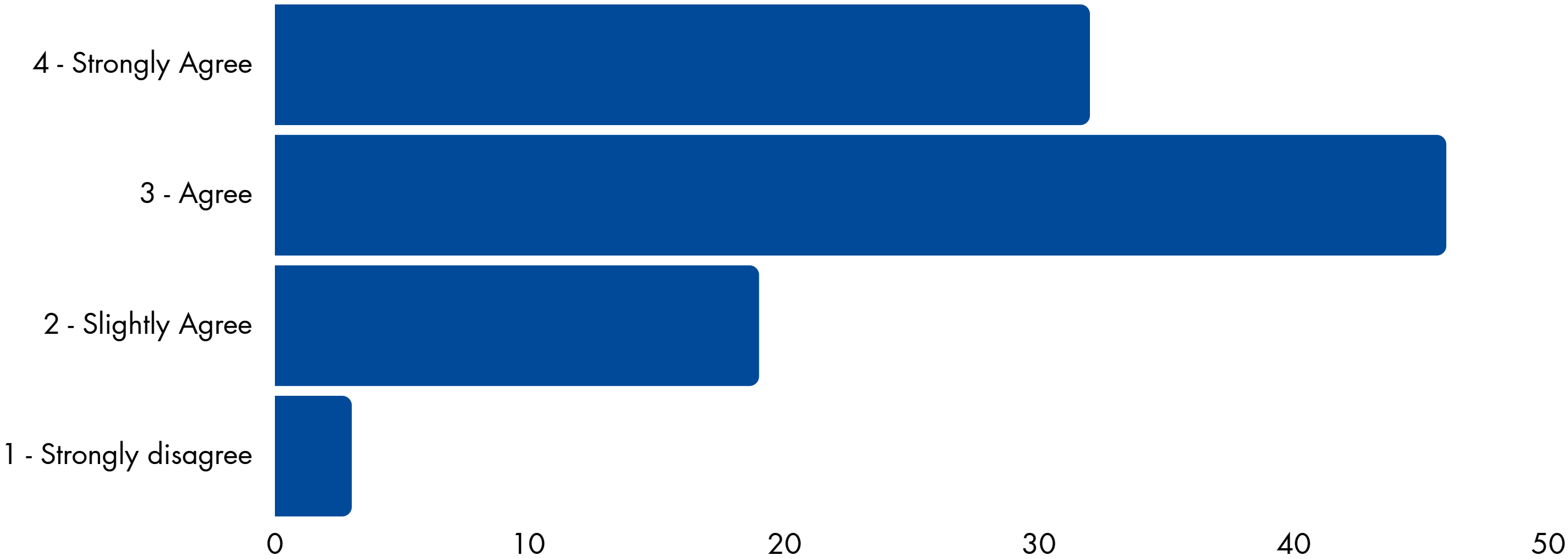
Knowledge base systems are too difficult to implement and maintain on our service desk



TECHNOLOGY



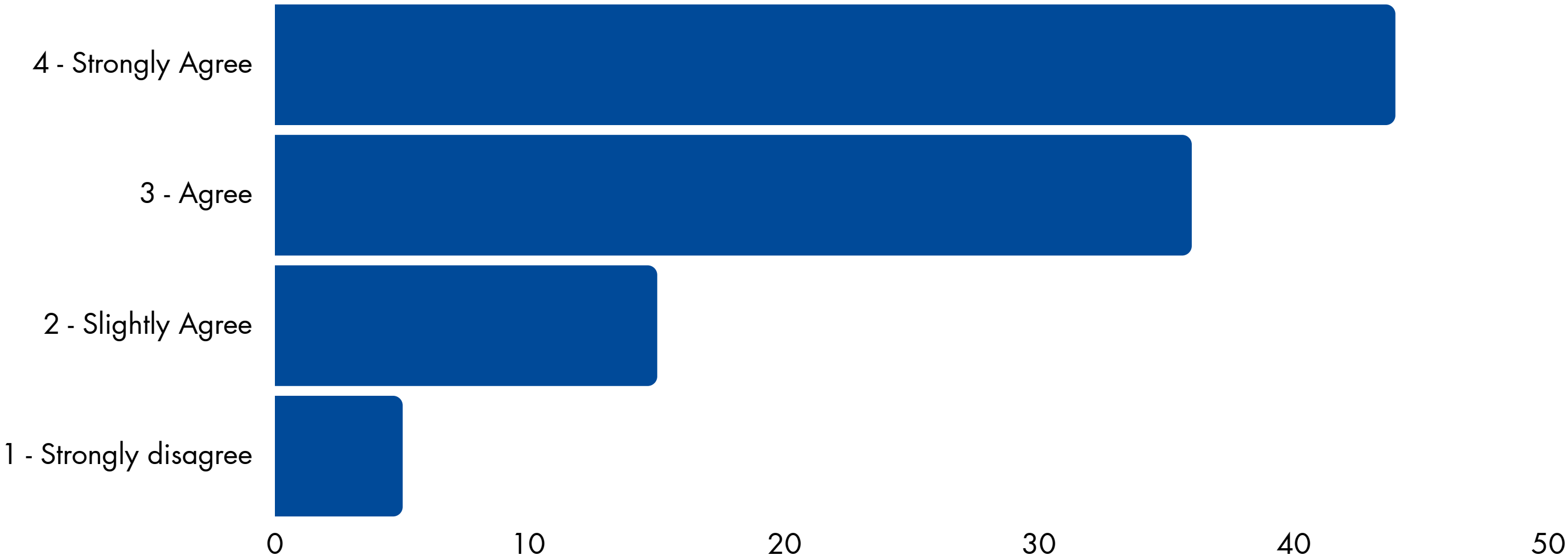
We have recognised return on investment for our ITSM Service desk tool



TECHNOLOGY



We have or intend to deploy task automation and machine learning at the service desk





CUSTOMER SATISFACTION

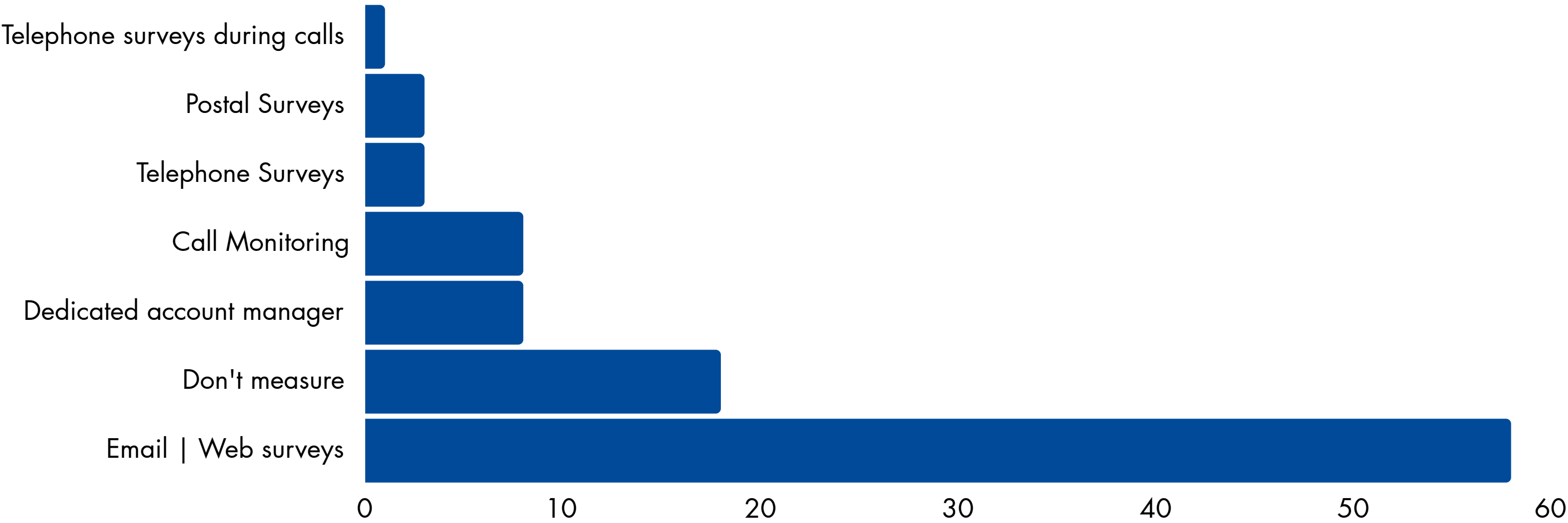
The "Customer Satisfaction" section of the Pink Elephant South Africa Service Desk Benchmark Report 2023 explores the levels of satisfaction among clients using IT service management services in South Africa. It examines the factors contributing to customer satisfaction, including response times, resolution efficiency, and overall service quality.

This section also discusses the methods used for gathering customer feedback and how this feedback is utilised to drive improvements in service delivery. The insights provided are crucial for understanding customer expectations and enhancing the overall customer experience in the IT service management sector.

CUSTOMER SATISFACTION



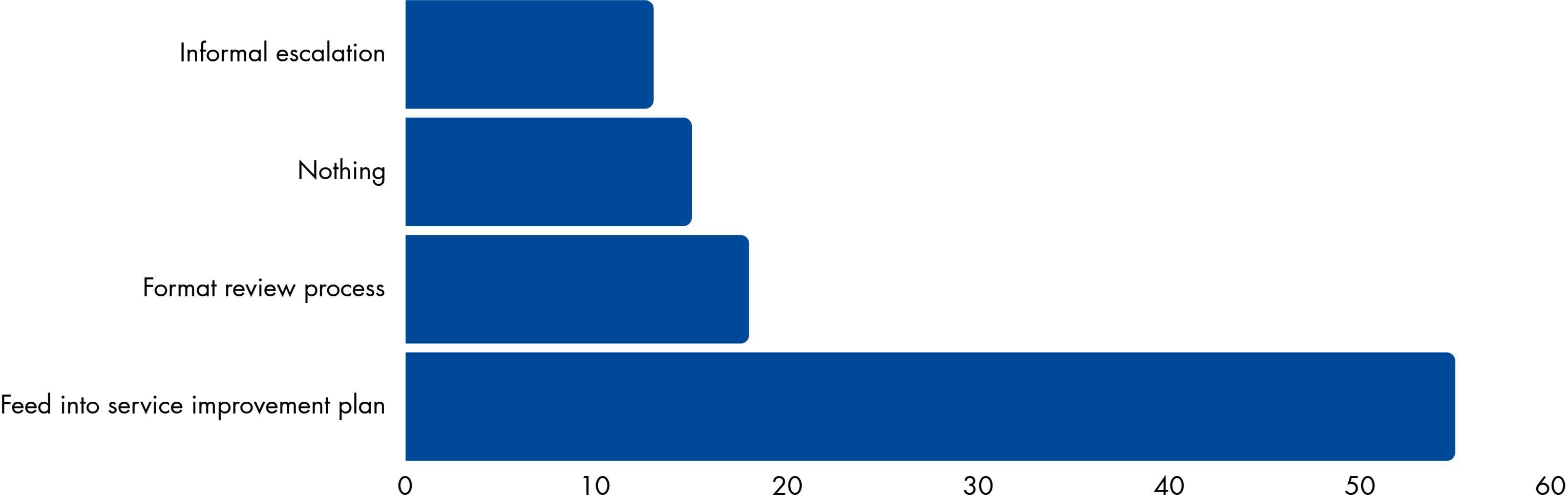
How do you measure customer satisfaction



CUSTOMER SATISFACTION



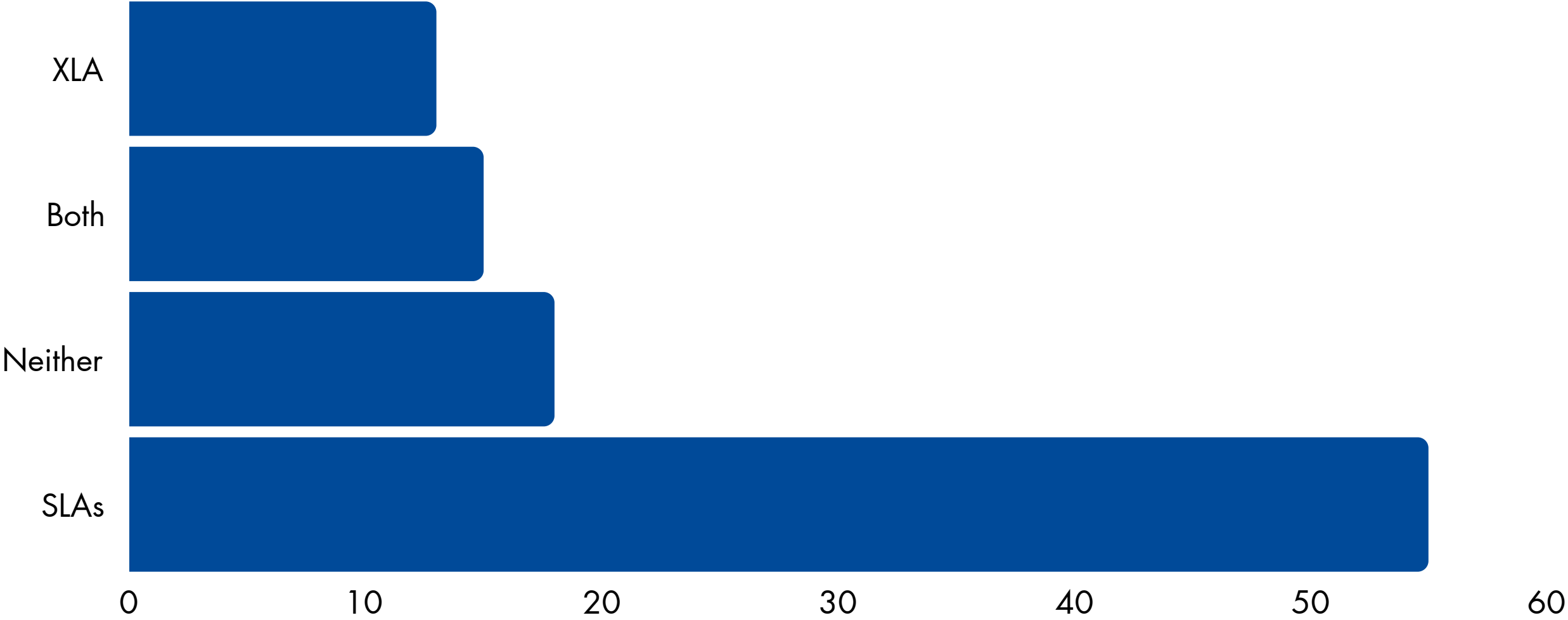
What do you do with this information once it is collected



CUSTOMER SATISFACTION



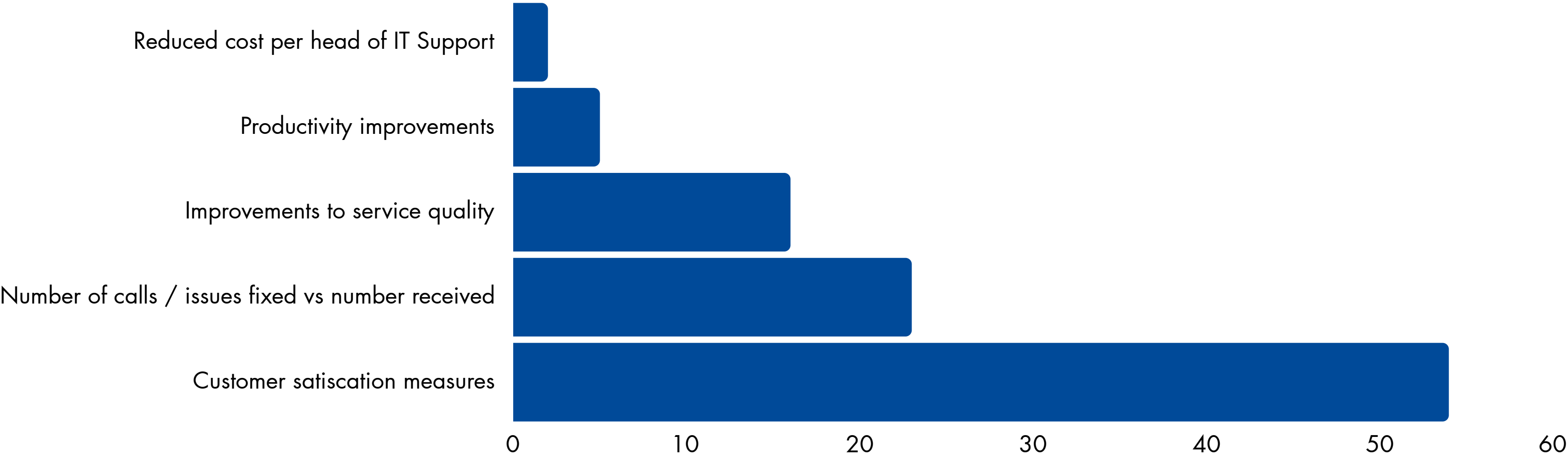
Does your service desk have any of the following established customers/business stakeholders



CUSTOMER SATISFACTION



What is the main indicator of success for your service desk





GET IN TOUCH

PHYSICAL ADDRESS

4th Floor, 140 West St, Sandown, Sandton, 2031

EMAIL ADDRESS

info.africa@pinkelephant.co.za

PHONE NUMBER

011 656 0200



PINK ELEPHANT SA
SOUTH AFRICA'S
SERVICE DESK
BENCHMARK REPORT
2023