# Helpdesk Benchmark Report 2026: Raw Data

2,500 tickets · 9 platforms · 4 metrics. Data pack for **getomnichannel.com/reports/helpdesk-benchmark-report/**

## How the benchmark was run

Designed and run by Kinjal Trivedi, GetOmnichannel. Each helpdesk received the same 2,500-ticket test: a fixed category mix, pre-written customer messages and four workflows. Eight platforms were run in February–March 2026, and Tidio on Growth + Lyro in October 2026. License rows use vendor list prices from April–October 2026. Vendors did not fund or steer the test order.

## Scoring criteria and weights

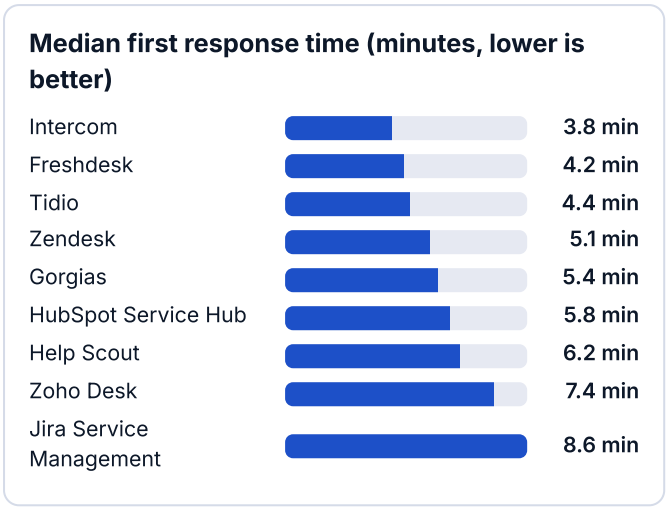
| WEIGHT | CRITERION | HOW WE MEASURED IT |
|---|---|---|
| **25%** | First-response time with AI routing | Median minutes from ticket creation to first human or AI reply. |
| **20%** | AI deflection / self-service rate | Share of tickets closed with no agent touch. |
| **15%** | Total cost of ownership at 25 agents | Annual license at the mid-market plan in our pillar (excludes AI overage). |
| **15%** | CRM and ecommerce integration depth | Native connectors and order data shown in-ticket without tab switching. |
| **10%** | Setup time (signup to production) | Calendar days until the first real ticket in the test queue. |
| **15%** | SLA automation quality | Policy tracking, breach alerts, and escalation rules under load. |

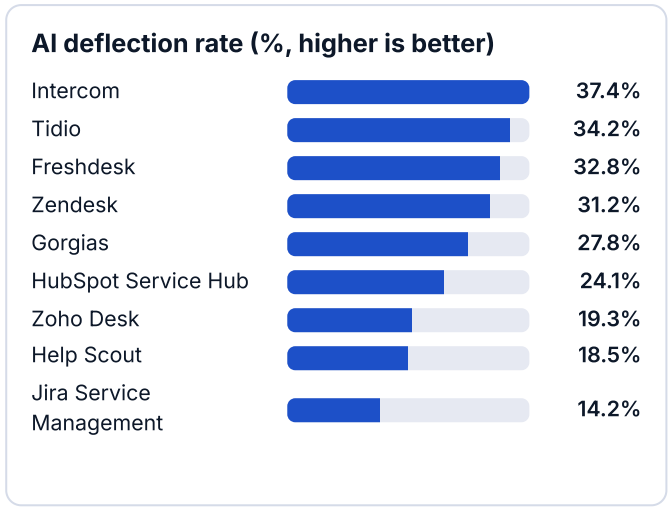
## Full results: 2,500 tickets

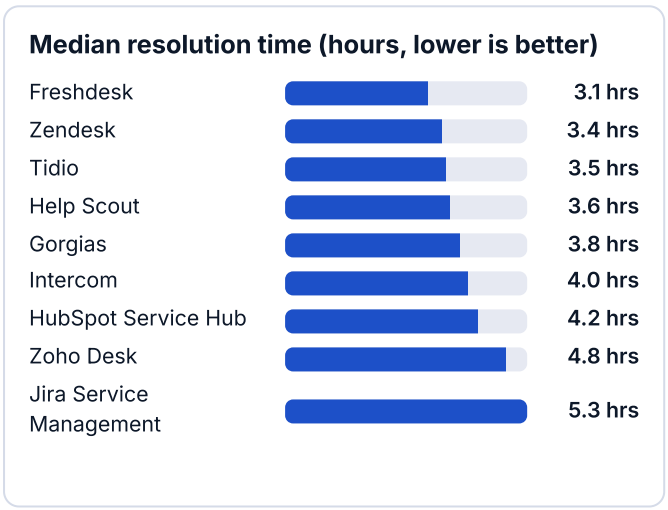
| PLATFORM | MEDIAN FIRST RESPONSE | AI DEFLECTION | MEDIAN RESOLUTION | SETUP TIME |
|---|---|---|---|---|
| **Freshdesk** | 4.2 min | 32.8% | 3.1 hrs | 2 days |
| **Intercom** | 3.8 min | 37.4% | 4.0 hrs | 4 days |
| **Tidio** | 4.4 min | 34.2% | 3.5 hrs | 1 day |
| **Zendesk** | 5.1 min | 31.2% | 3.4 hrs | 8 days |
| **HubSpot Service Hub** | 5.8 min | 24.1% | 4.2 hrs | 3 days |
| **Gorgias** | 5.4 min | 27.8% | 3.8 hrs | 1 day |
| **Help Scout** | 6.2 min | 18.5% | 3.6 hrs | 1 day |
| **Zoho Desk** | 7.4 min | 19.3% | 4.8 hrs | 3 days |
| **Jira Service Management** | 8.6 min | 14.2% | 5.3 hrs | 12 days |

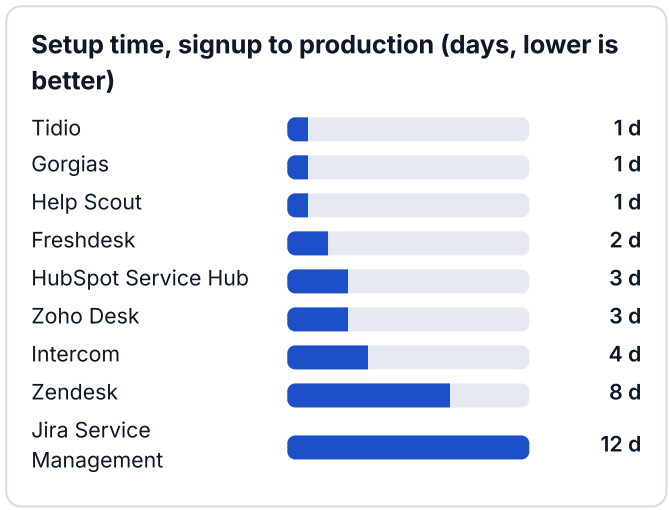
Tidio's ecommerce slice (600 tickets) hit 42% Lyro deflection on simple order and product messages. The blended table row includes email and IT tickets.

## Charts




## Annual license cost by team size

| PLATFORM | PLAN USED | $/AGENT/MO | 10 AGENTS | 25 AGENTS | 50 AGENTS |
|---|---|---|---|---|---|
| **Freshdesk** | Pro | $55 | $6,600 | $16,500 | $33,000 |
| **Intercom** | Advanced | $85 | $10,200 | $25,500 | $51,000 |
| **Zendesk** | Suite Professional | $115 | $13,800 | $34,500 | $69,000 |
| **HubSpot Service Hub** | Professional | $90 | $10,800 | $27,000 | $54,000 |
| **Help Scout** | Plus | $45 | $5,400 | $11,250 | $22,500 |
| **Zoho Desk** | Standard | $14 | $1,680 | $4,200 | $8,400 |
| **Jira Service Mgmt** | Standard | $20 | $2,400 | $6,000 | $12,000 |
| **Tidio** | Growth (metered) | $590/yr at Growth ($49.17/mo annual). Conversation caps, not per-agent seats. | | | |
| **Gorgias** | Pro (ticket cap) | $4,320/yr flat at 2,000 tickets/mo (not per-agent) | | | |

## Best pick by use case

| USE CASE | PICK |
|---|---|
| Best overall value | **Freshdesk** |
| Small team / low ticket volume | **Tidio** |
| Fastest response / best AI | **Intercom** |
| Enterprise | **Zendesk** |
| Email-first | **Help Scout** |
| Ecommerce (Shopify) | **Gorgias** |
| Internal IT | **Jira Service Management** |
| Budget | **Zoho Desk** |
| HubSpot CRM stack | **HubSpot Service Hub** |

Source: GetOmnichannel Helpdesk Benchmark Report 2026 (https://getomnichannel.com/reports/helpdesk-benchmark-report/). When citing this data, please link to the report. © GetOmnichannel.com