

I emailed 52 SaaS companies to test support time. Here's what I found.

[S](#) www.sitebuilderreport.com/blog/how-long-does-it-take-saas-companies-to-reply-to-support-emails

Steve Benjamins

Steve Benjamins · Jun 16 2016 · [Blog Home](#)

Early this year I spent 20+ hours testing how long it would took 52 SaaS companies to reply to my emails.

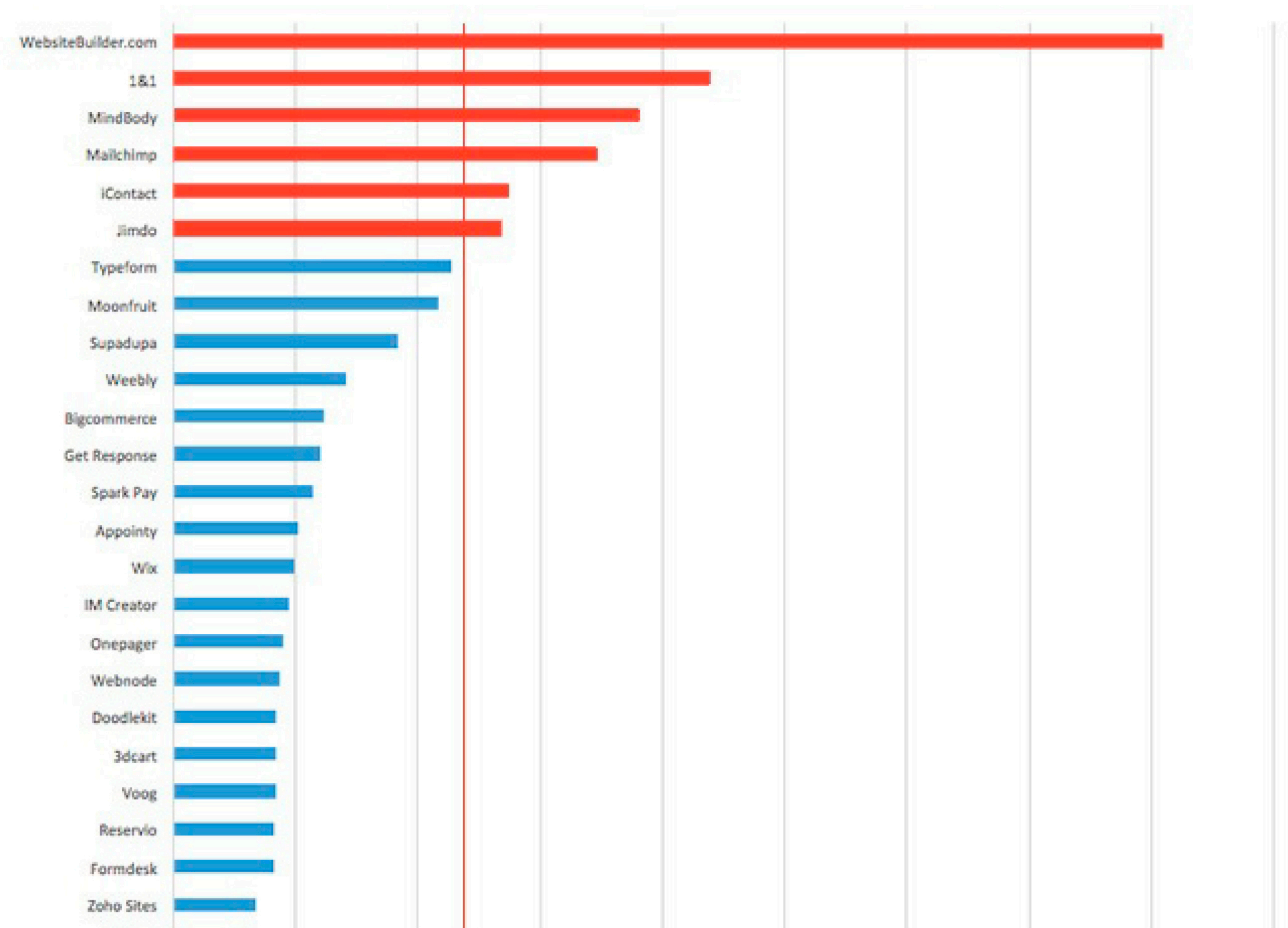
Why? Because everyone hates waiting. We all know the agony of calling a call center and getting stuck on hold. And since I'm always looking for ways to test software for [Site Builder Report](#), I thought support reply time would be a useful metric.

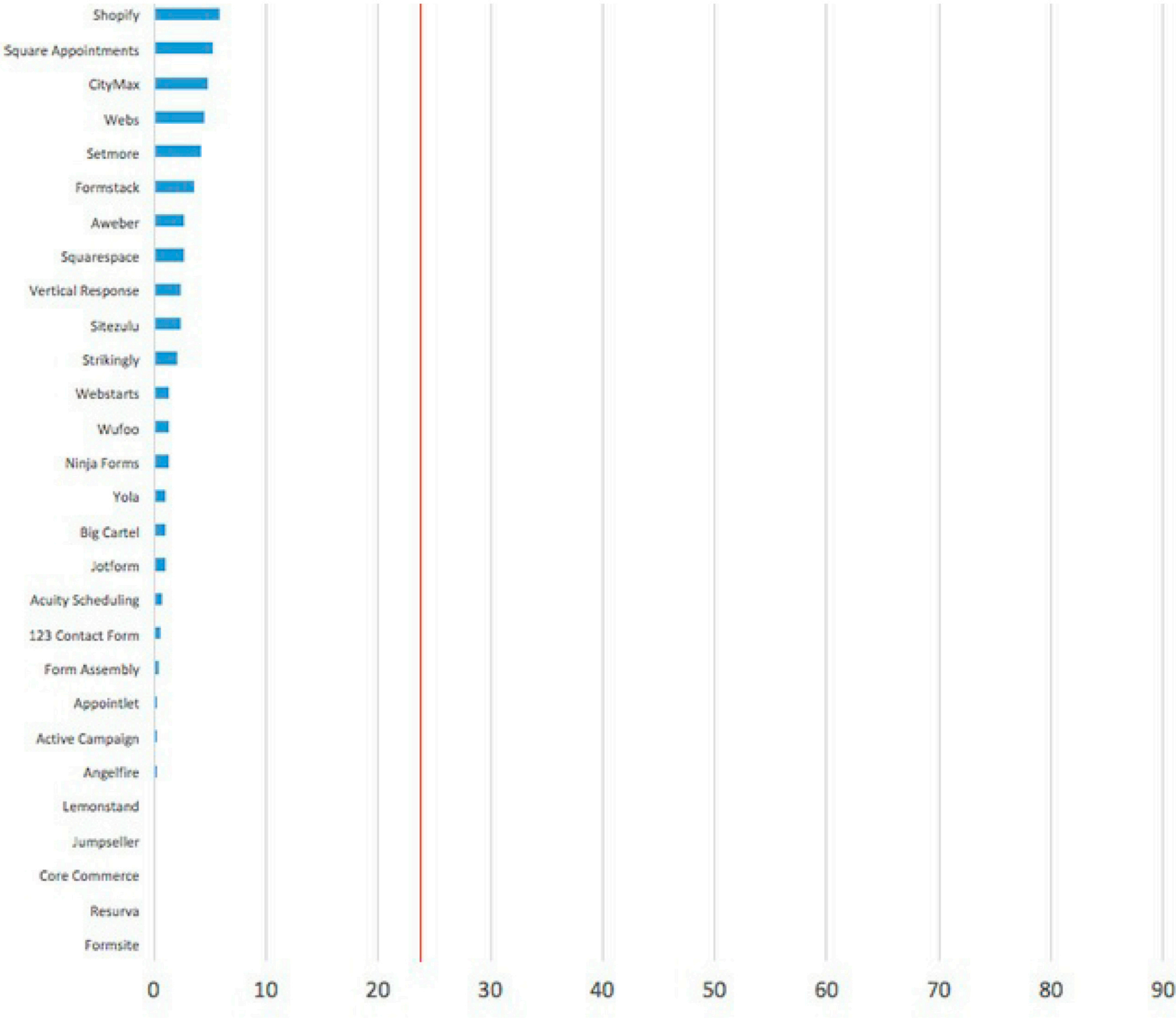
The test was simple: I emailed each company twice and tracked how long it took them to reply (ignoring auto-responders). Then I found the average. I only emailed companies on a Monday or Tuesday morning during normal working hours (I don't think it's fair to expect customer support at midnight).

Here's what I found:

1) 12% of companies took longer than a day to reply to emails.

When support reply time is bad, it's *really bad*. Some companies (such as [1&1](#) and [WebsiteBuilder.com](#)) took almost 2 days to reply!

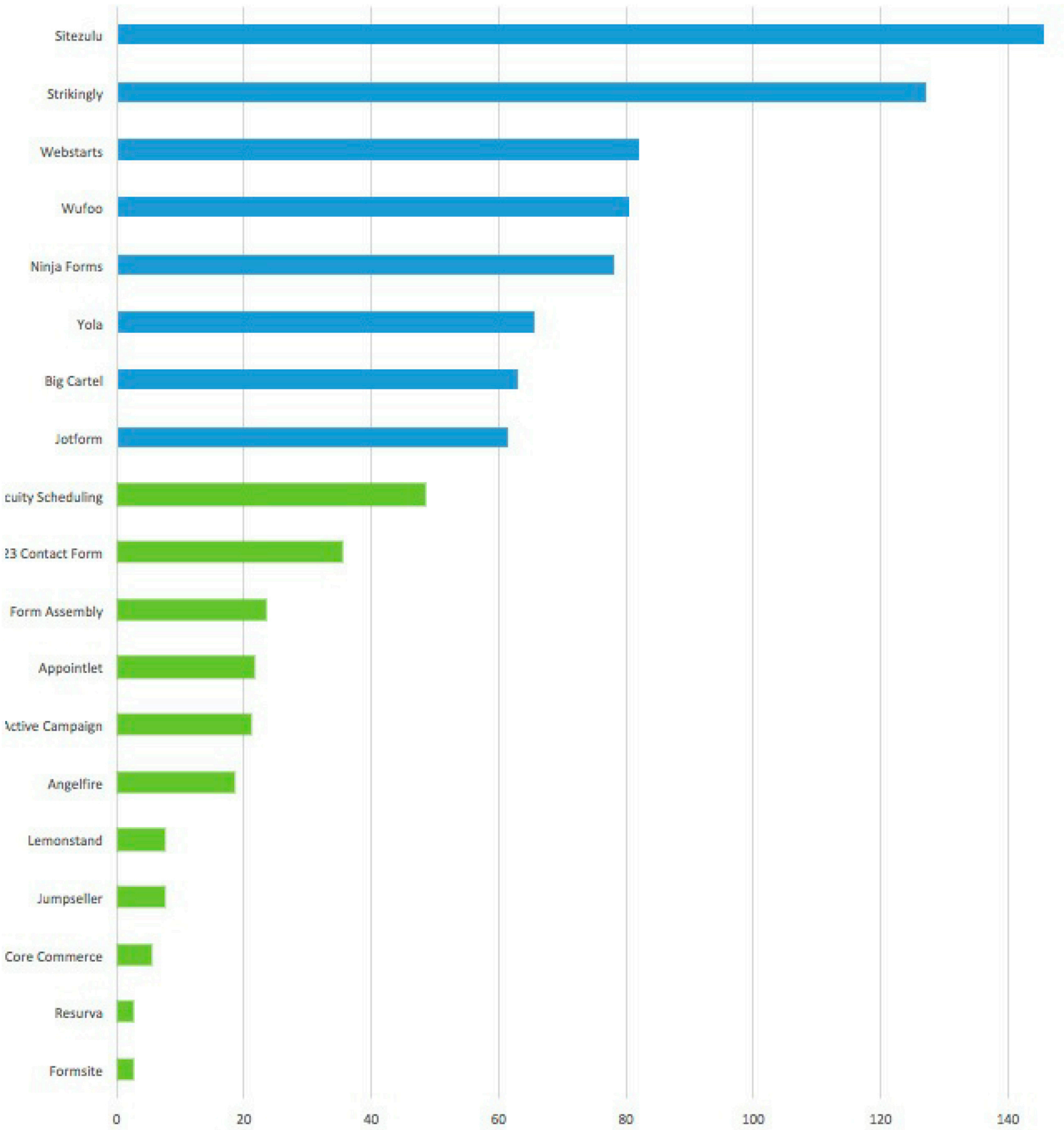




Average Reply Time (Hours)

2) 21% of companies replied in less than an hour

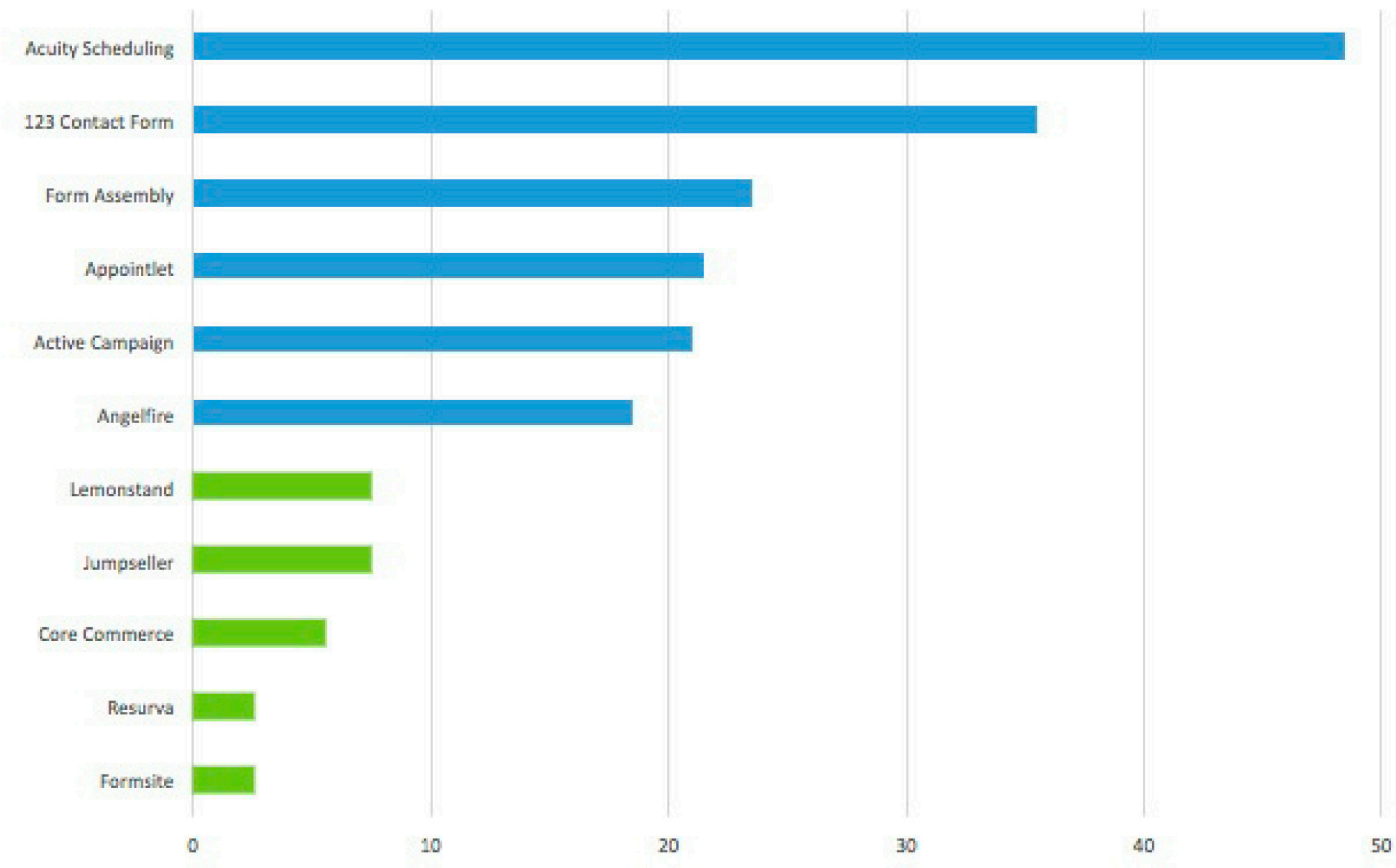
A pretty good reply time.



Average Reply Time (Minutes)

3) 10% of companies replied in less than 10 minutes

At less than 10 minutes, these companies— [Jumpseller](#), [Core Commerce](#), [Lemonstand](#), [Resurva](#) and [Formsite](#)— had a great reply time.



Average Reply Time (Minutes)

4) Big companies were especially slow to reply

Companies with 50+ employees were almost 3 times slower than companies with less than 50 employees.

4hrs 12mins1-50 employees

12 hrs 2mins50+ employees

I was able to get a rough estimate of company size by using Facebook’s employee targeting (example: Mailchimp has 292 employees according to Facebook). I was only able to do this for 39 of the 52 companies.

5) Website builders were the slowest industry

Average reply time varied based on the industry— with website builders trailing heavily:

4hr 21minsForm Builders

4hr 25minsEmail Marketing

6hr 26minsStore Builders

8hr 25minScheduling Software

13hr 22minWebsite Builders

Conclusion & Disclaimer

I would be careful about drawing too many conclusions from this for a couple reasons:

Email is not the only way SaaS companies give support today. There’s also live chat, phone and Twitter. Plus email reply time says nothing about the *quality* of support (which is why companies will privately measure customer satisfaction).

I was also not a paying customer to any of these companies. Some companies may triage non-paying support requests into a low-priority queue.

Finally I would be hesitant about making conclusions about individual companies here— I think you’d need a wider sample than 2 support requests to have an accurate sense of their reply time.

But with all that being said, I still think the data is interesting and worth sharing. Reply time really is a handy metric that correlates to customer satisfaction. Staring at an empty inbox waiting for an issue to be resolved is simply not fun— especially when support requests go unanswered for days.

Data Table

Name	Test #1	Test #2	Avg Response Time
Formsite	3	2	2.5
Resurva	3	2	2.5
Core Commerce	8	3	5.5
Jumpseller	3	12	7.5
Lemonstand	3	12	7.5
Angelfire	26	11	18.5
Active Campaign	27	15	21
Appointlet	4	39	21.5
Form Assembly	12	35	23.5
123 Contact Form	51	20	35.5
Acuity Scheduling	10	87	48.5
Jotform	87	36	61.5
Big Cartel	70	56	63
Yola	25	106	65.5
Ninja Forms	98	58	78
Wufoo	99	62	80.5
Webstarts	92	72	82
Strikingly	153	101	127

Sitezulu	288	3	145.5
Vertical Response	7	289	148
Squarespace	157	161	159
Aweber	131	200	165.5
Formstack	213	213	213
Setmore	493	7	250
Webs	394	142	268
CityMax	358	225	291.5
Square Appointments	409	230	319.5
Shopify	200	509	354.5
Zoho Sites	79	729	404
Formdesk	987	6	496.5
Reservio	891	110	500.5
Voog	54	952	503
3dcart	480	528	504
Doodlekit	788	221	504.5
Webnode	67	977	522
Onepager	703	380	541.5
IM Creator	300	838	569
Wix	1099	101	600
Appointy	12	1209	610.5
Spark Pay	66	1312	689
Get Response	4	1445	724.5
Bigcommerce	1112	372	742
Weebly	205	1500	852.5
Supadupa	1048	1165	1106.5
Moonfruit	708	1901	1304.5
Typeform	2619	114	1366.5
Jimdo	1553	1671	1612
iContact	202	3086	1644

Mailchimp	871	3284	2077.5
MindBody	2678	1900	2289
1&1	931	4338	2634.5
WebsiteBuilder.com	4267	5424	4845.5

Steve Benjamins I founded Site Builder Report in 2012 in order to help people choose the right website builder. I also [make music](#) (you should check it out!). You can also follow me on Twitter [here](#).

