

# How to Measure Team Productivity with **ActivTrak**



## Our speaker



**Mark Allen**

Director of Customer  
Experience

## Agenda

- Measure productivity trends across teams and individuals
- Assess workload balance and burnout risk
- Identify how and where to build more focus time into daily routines
- Keep a pulse on engagement levels of remote and in-office employees
- Understand app and website usage to assess technology needs

# ActivTrak Workforce Productivity & Analytics

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[www.activtrak.com/free-trial](http://www.activtrak.com/free-trial)



## Work Wiser with ActivTrak

Our cloud-based platform collects and analyzes work activity data to help organizations:

- Identify ways to better utilize people, process and technology
- View total and productive work time, focus time, burnout risk and more
- Measure productivity with trends and benchmarks across teams
- Keep a pulse on engagement levels of remote and in-office teams
- See which applications are used most, and identify unnecessary license costs



## Remote/Hybrid Work

In 2021,  
**80% of company leaders**  
plan to allow  
hybrid work

source: Gartner

## Burnout

Employees experiencing  
burnout are 2.6x more likely  
to be seeking a new job

source: Gallup

## SaaS App Proliferation

On average, a  
typical company uses  
**137 unique**  
SaaS applications

source: Blissfully

## Distractions

Businesses lose  
**\$600 billion**  
a year to  
Workplace distractions

source: PwC

# Managing today's workforce introduces new challenges

## Our customers are asking, how do I...?

- Measure productivity trends across teams and individuals no matter where people are working
- Assess workload balance and burnout risk across teams
- Identify how and where to build more focus time into daily work routines
- Invest in the right technologies and training to power team productivity



# Single platform. Multiple use cases.



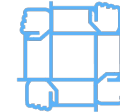
## Workforce Management

Visibility and understanding how work gets done today; and where improvements can occur.



## Productivity Management & Optimization

Measure and optimize productivity potential, through people, process and technology.



## Employee Engagement & Experience

Identify opportunities to redesign your workday, protect focus time and prevent burn-out.



## Benchmark & Goals

Understand how and when work gets done to encourage a culture of continuous improvement.



## Technology Usage

How is the Org using technology including habits and behaviors, processes and impact to new/old technology.



## Personal Skill Development

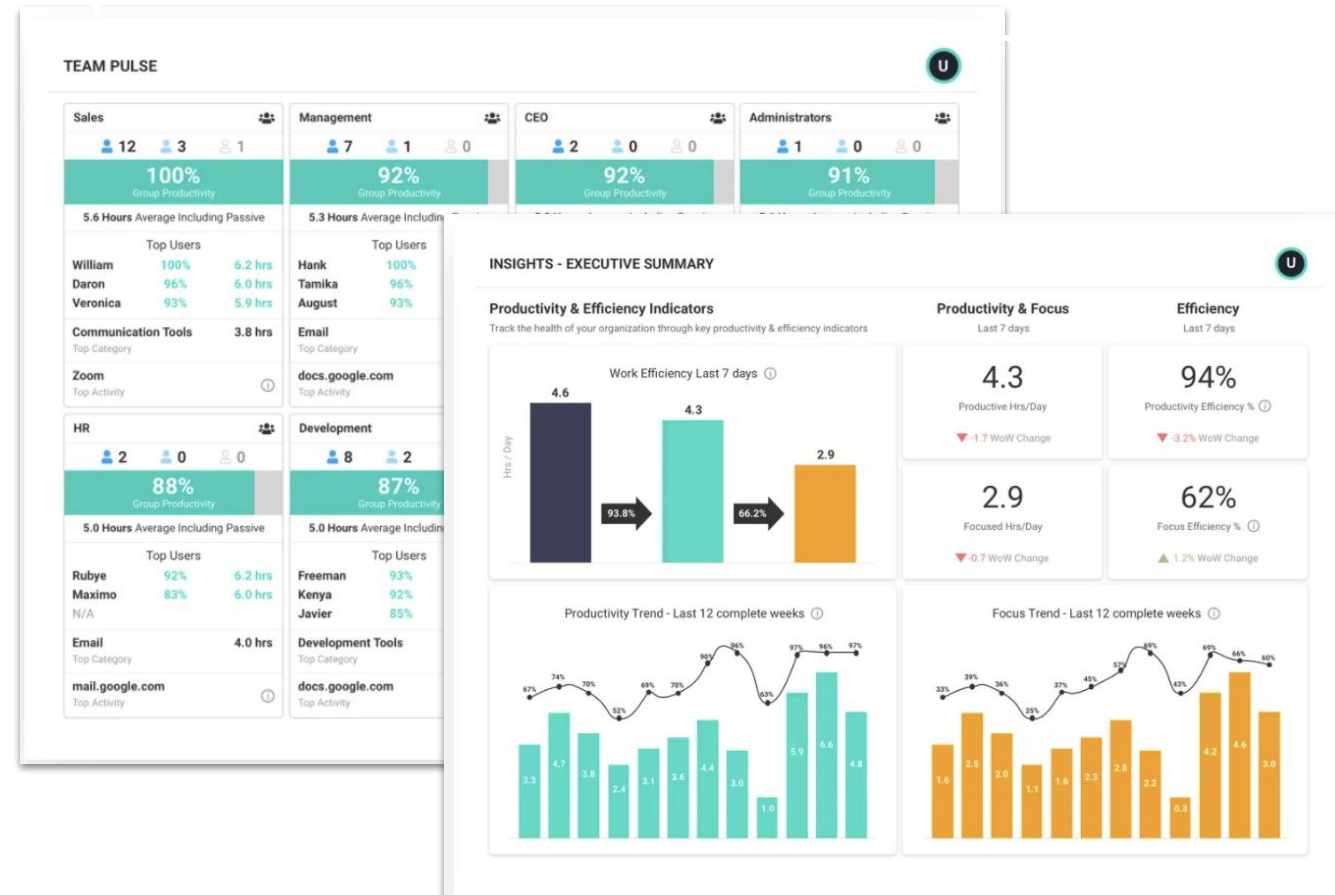
Develop skills of all employees including time management, focus, distractions, and burnout.



# How it Works

1. Deploy agents to users' computers
2. Digital work activity data is collected in the ActivTrak platform
3. Data is visualized in real-time dashboards and reports
4. Report subscriptions can be configured to share data with individuals, even if they are not app users

## Your virtual office dashboard



# How We Think about Time

**Productive Time** = Time spent engaged in productive work activities

**Productivity Efficiency** = % of time spent on productive work activities of total time spent on-line

**Focus Time** = Time spent in one single app/website vs. switching between tabs or apps

**Collaboration** = Time spent in chat, email, or meeting apps

**Multi-tasking** = Time spent rapidly switching between tabs/apps

## App/Website Classification:

We give you a head start by classifying 1000s of popular apps and websites for you, with full ability to customize categories (i.e. sales tools, social media, design, etc.) and whether it is a productive, work-related app. Classifications can be varied by team.



# Demo

A person's hand is visible in the foreground, typing on a laptop keyboard. The laptop screen displays a sophisticated data dashboard. On the left side of the screen, the text "Activity trends" is overlaid in a large, bold, black font. The dashboard itself is filled with various data visualizations: a top section with multiple small tables and charts showing metrics like "Account Managers", "Checking Drop", and "Account Executives"; a central area with a large bar chart and a "TOP USERS AND GROUPS" section; and a bottom section with two pie charts and a list of "TOP BY" categories. The background is a blurred office setting with a white cup on a saucer and other office equipment.

# Assess workload balance and burnout risk



# Identify how and where to build more focus time into daily routines





# Keep a pulse on engagement levels of remote and in-office teams



# Understand app and website usage to assess technology needs





# Product areas to touch on

Create placeholder slides for these categories to help guide the demo

- Daily/Weekly views:
  - Team Pulse
  - Productivity Tab (Live Reports), single day report
- Trends
  - Executive Summary
  - Workload Balance (burnout risk)
  - Technology Usage
- Manager Coaching
  - Personal Insights Dashboard & Report Subscriptions
  - ActivTrak Coach

# Introducing ActivTrak to your Organization

## Be Transparent - Tell Them Why

- Explain the intent - ActivTrak encourages the use of monitoring employee activity to:
  - Understand how to improve productivity and measure it.
  - Enable employees to self-guide their own productivity levels.
  - Build/maintain trust

## Be Clear of What You Are Collecting

- ActivTrak data is stored in world-class secure data centers managed and secured by Google Cloud Platform services.
- By design, no keylogging, no file system access
- Insight, not oversight

## Protect Employee Data Privacy

- Respect privacy by setting user tracking schedules based on individual or team work hours
- Redact sensitive information like credit card numbers, social security, health care information and other personally identifiable information (PII)

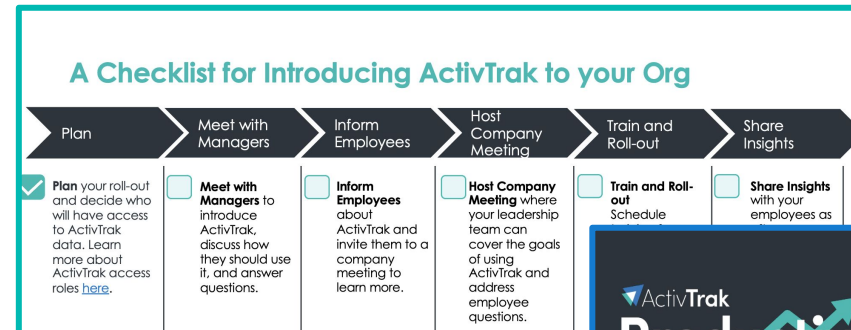
## Share Productivity Insights

- Use data insights as coaching opportunities to drive continued learning and retention
- ActivTrak can be used to help employees see and understand their productivity, and how they compare to team standards
- Consider sharing a productivity leaderboard to encourage friendly competition and rewards

# Resource Kit for Introducing ActivTrak to your Org

- Messaging Guide and Checklist
- Slide template for introducing ActivTrak to people managers and leadership
- Email template for introducing ActivTrak to employees and inviting them to a “town hall” to learn more
- Slide template for employee town hall presentation
- ActivTrak FAQs for employees

Download all resources here:  
[activtrak.com/Introducing-ActivTrak](https://activtrak.com/Introducing-ActivTrak)



## Introducing ActivTrak

- ▶ At [Your Company Name], we care how we achieve our business goals.
- ▶ We recognize that there are many ways in which we can better support our teams.
- ▶ Whether it's evaluating work arrangements, improving existing processes, upgrading technology tools, there are always ways we can optimize our productivity.
- ▶ We feel that eliminating as many barriers as possible while doing our jobs while enjoying them along the way.
- ▶ For this reason, we've decided to incorporate ActivTrak into our workflow.



## Introducing ActivTrak to Managers

To be Presented by: Company Leadership  
Audience: People Managers

## ActivTrak FAQs

### How long do we plan on using this tool?

ActivTrak is intended to provide ongoing insight into how our people, processes, and tools are enabling our productivity. All three of these areas can be underutilized at various points and impact our ability to work productively. For this reason, we aim to use ActivTrak on an ongoing basis to assist us in identifying those barriers we cannot easily see.

### Will this still be needed when more/all employees return to the office?

ActivTrak provides productivity insights regardless of whether teams are working in the office or remotely. In fact, it can help us understand which types of tasks or work are best done from home vs. in the office.

### When are you going to share results with us?

- ActivTrak results become useful in as soon as a day. Within a week, we'll have data that lends insight into top applications, unused applications, most productive hours, etc.
- Over time, the trends will be useful as we monitor deviations from the norm and better understand where solutions may be necessary to remove productivity barriers and better enable performance.
- We aim to share results routinely for two reasons: 1) ActivTrak insights benefit from context and validation from you and 2) we value your input in devising a solution that works.

Can I see my own data?

Good Morning Team,

At [Company Name], we care about achieving our business goals, and we also care about how we achieve these goals in terms of making the best use of our people, processes and technology.

We recognize that there are always ways that we can improve, and better support our teams. Whether it's evaluating working arrangements, workloads, process efficiency, or technology tools, there are always ways we can better enable productivity.

For this reason, we've decided to leverage a workforce analytics and productivity management tool called ActivTrak.

ActivTrak collects and categorizes user activity data to help us all answer questions such as:

### Time Allocation:

- How much time are we spending in meetings?
- Are we scheduling these at a time that's least disruptive to the team?
- Are teams able to spend enough time on focused work each day?
- How can we better leverage that time with the right activities?
- Are there employees at risk of burnout, or are workloads unevenly distributed?

### Training and Resources:

- Are we spending a lot of time searching for answers to questions to do our jobs?
- Do new employees need more training?
- What apps and websites are teams using to get their work done?
- Are there unused apps that we no longer need?

### Performance:

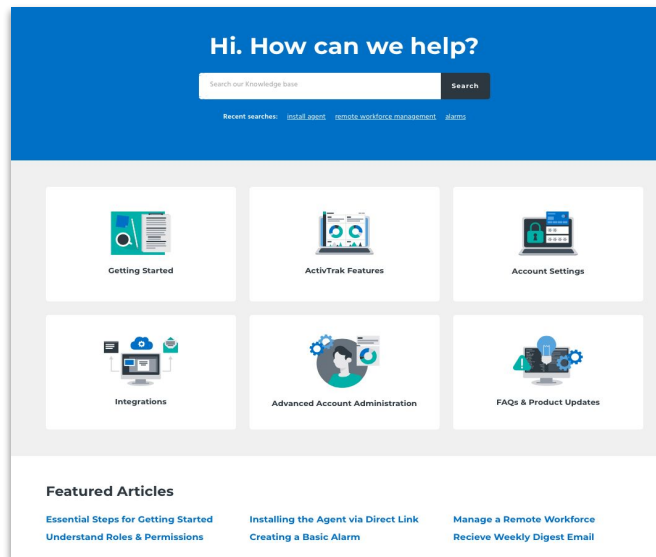
- Are there ways we can learn from others to do our own work better or faster?
- Are there ways we can measure performance more objectively?

# Questions?

# Helpful resources

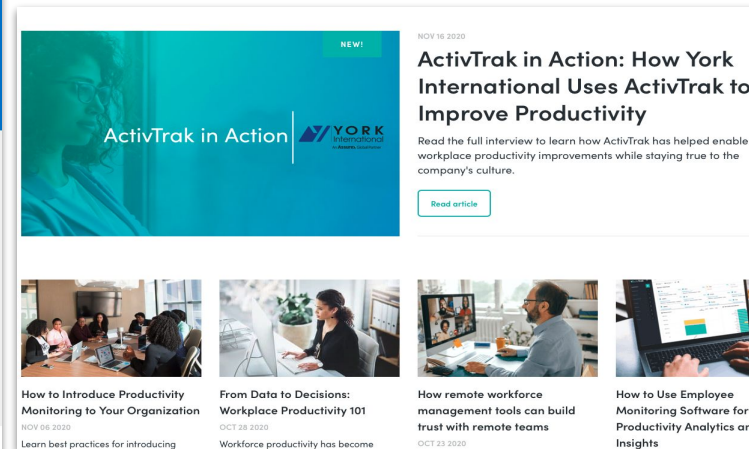
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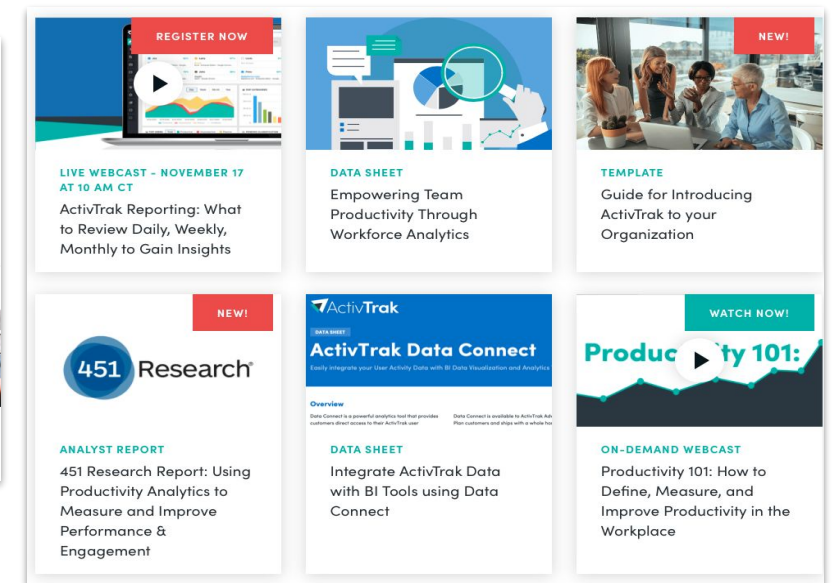
## Help Center

[support.activtrak.com](http://support.activtrak.com)



## Blog

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## Resource Center

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thank you!

