

Webcast:

ActivTrak Premium

Advanced Metrics, Benchmarks,
Goal-Setting and More

February 2021



Our speakers

**Gabriela
Mauch**



Agenda

- Challenges of the Modern Workplace
- Understanding Productivity & Identifying Obstacles
- Overview of New ActivTrak Premium Plan
- Demo
- Q&A



**Javier
Aldrete**

Top Challenges of the Modern Workplace



Uneven Workload
Across Teams



Unrealized / Lost
Productivity



Constant Distractions
and Communication
Disruptions



Employee Burnout



Forced Operating
Model Shift



Inefficient
Technology and/or
Processes

What is Productivity & Where Does ActivTrak play a role?

In its simplest form, it's a ratio. Inputs : Output

Inputs

Across businesses, productivity inputs tend to be similar. They're categorized by **People, Process, & Technology**



Leading productivity indicators

Outputs

Unique to a line of business or team type. It is the **product / service that is provided**



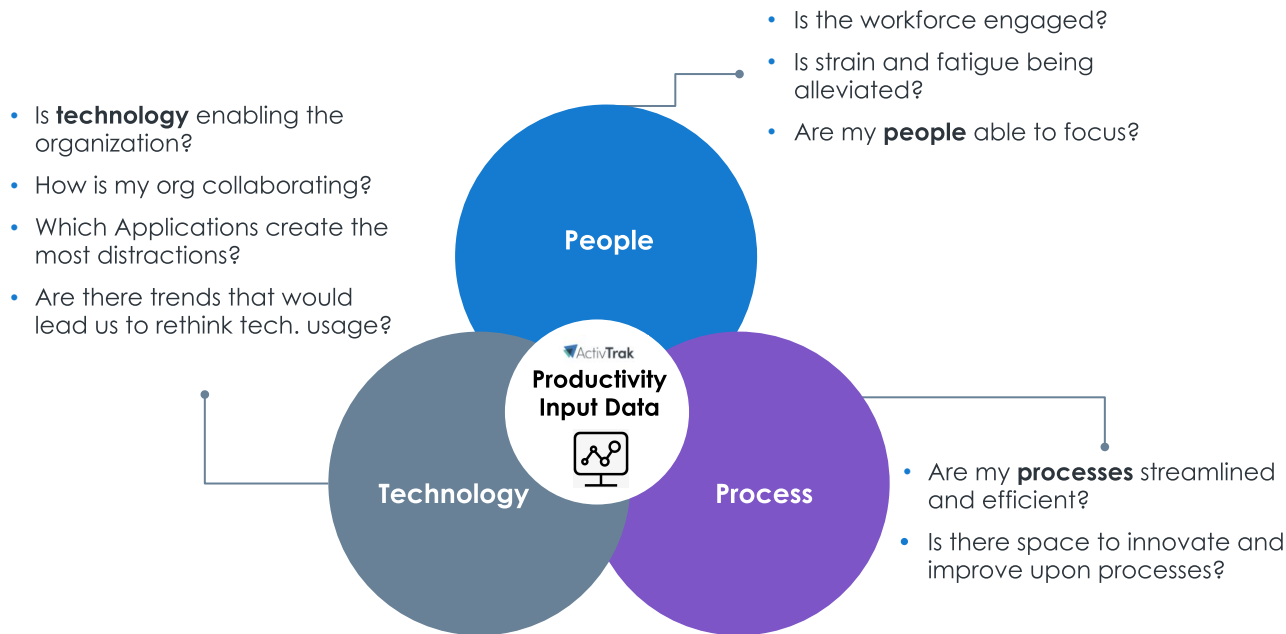
Lagging productivity indicators



We've been measuring outputs for years, but **measuring productivity inputs** proves to be the **missing piece in understanding how to unlock productivity potential**

ActivTrak Identifies Obstacles & Sizes Opportunities

Leaders and Managers must shift their thinking to those leading indicators which, when tracked and improved upon, can directly contribute to improved productivity.



ActivTrak believes that when companies can identify barriers, they can provide tailored and timely support...and when they **provide tailored and timely support, they can unlock productivity potential.**

Understanding Productivity & Identifying Obstacles



“With the work now **remote/hybrid**, it’s difficult to decipher who is being productive and who isn’t.”

“I **can’t see** who needs help-- so I am left just guessing.”

“I know people are at their desk for long periods of time, but I am not sure they’re working on the **critical things I need them to be working on in order to meet our goals.**”

“I see people communicating electronically all day, but I worry that’s **distracting and interrupting** some people.”



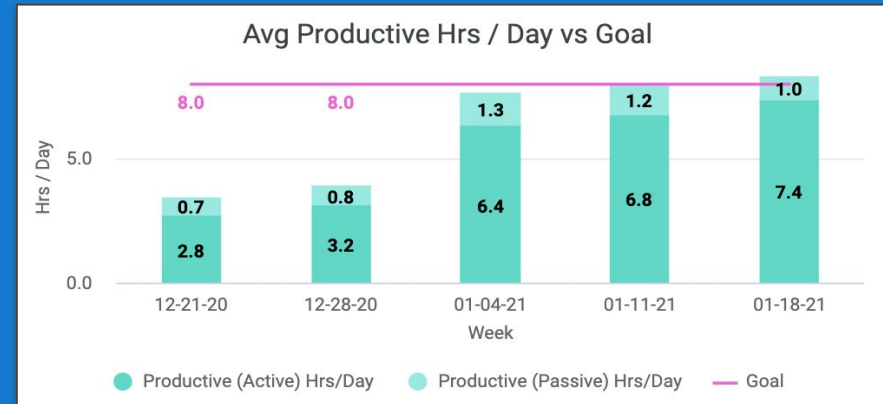
Understanding Productivity & Identifying Obstacles

What questions does ActivTrak Premium help you answer?

Question:

What are the working habits of my team and how have they shifted over time?

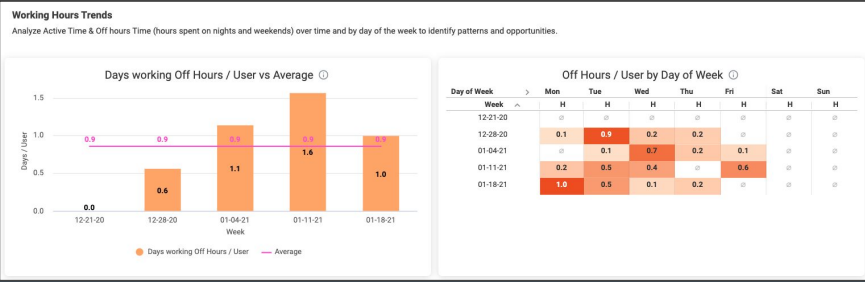
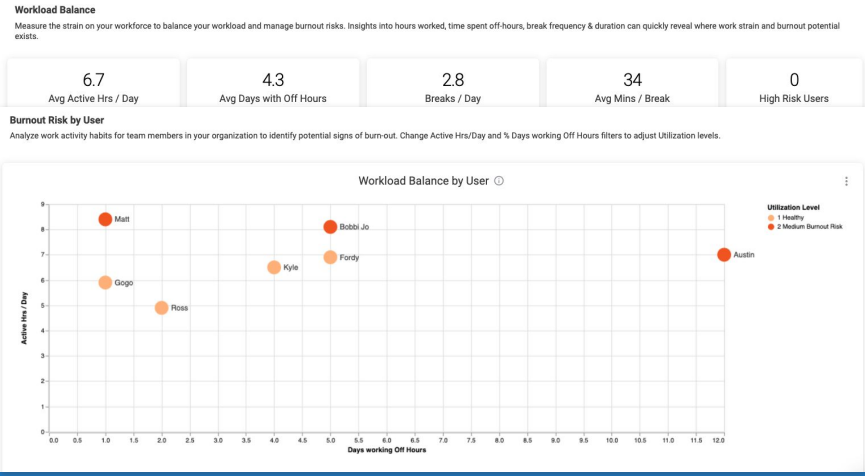
Day of Week	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Week							
12-21-20	∅	7.9	3.1	0.2	0.4	∅	0.3
12-28-20	5.5	4.1	8.6	2.4	0.1	0.0	∅
01-04-21	8.2	8.7	8.1	8.2	7.5	2.1	2.2
01-11-21	9.0	8.6	8.5	9.0	8.1	0.4	1.8
01-18-21	9.6	8.6	0.8	∅	∅	∅	∅



Productivity Breakdown & Trends

Question:

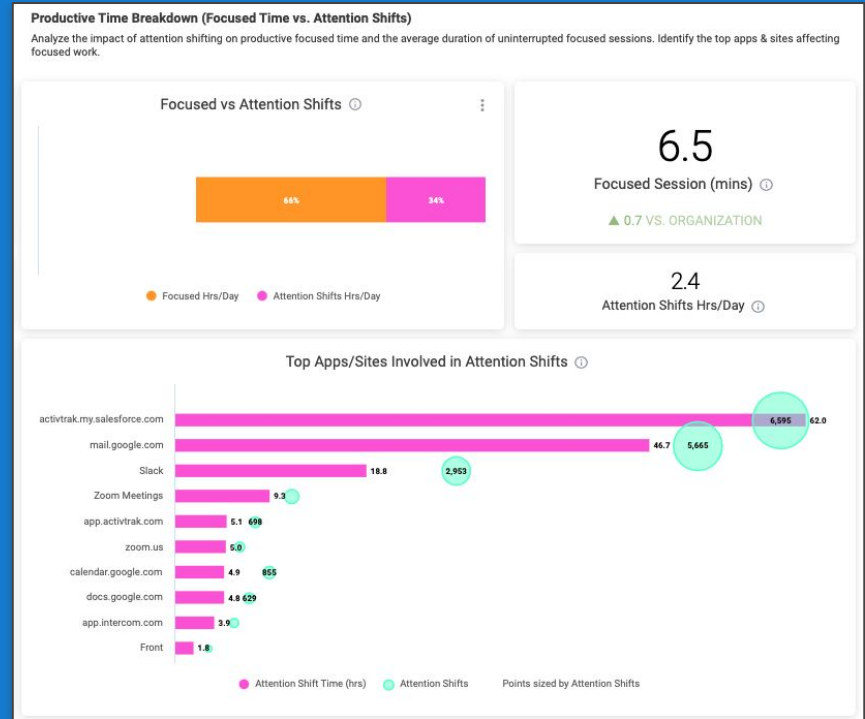
Who is currently at high risk of burnout and who is trending towards burnout?



Workload Balance

Question:

What is distracting and interrupting my team?
Where does unproductive work occur?



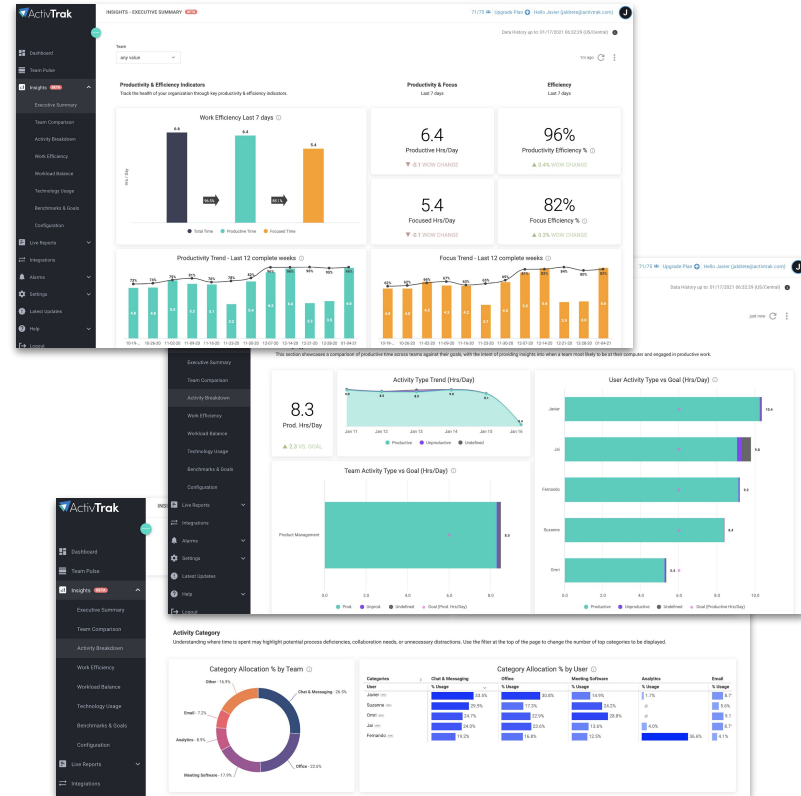
Focused Time & Attention Shifts

Introducing ActivTrak Premium Insights

Productivity Measurement & Optimization

Key insights to help teams work better

- Recognize the patterns that lead to success and apply them broadly
- Set goals based on historical benchmarks and track progress
- Assess burnout risk and workload balance to ensure healthy work habits
- View focused work patterns and top contributors to attention shifts
- And much more!



Demo

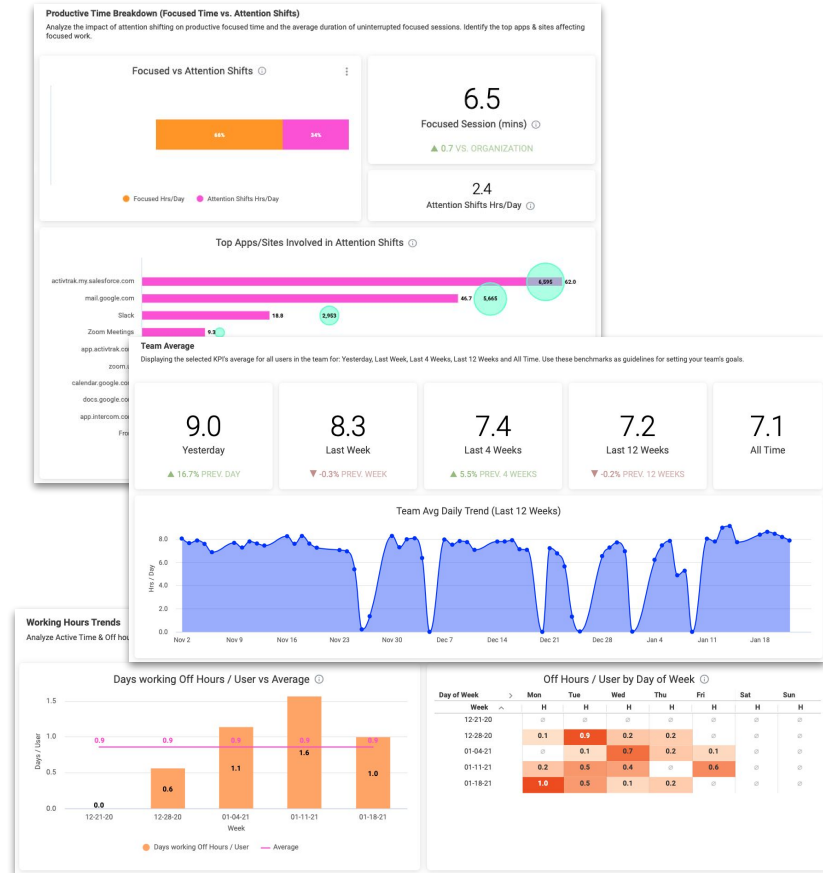
ActivTrak Premium

Productivity Measurement & Optimization

How is it different from ActivTrak Advanced?

- Comparison of daily, weekly, monthly metrics to historical benchmarks for context
- Team productivity goal setting and tracking
- New metrics like focus time, attention shifts, burnout risk, and more
- Team comparisons to identify opportunities to learn from other teams, balance workloads, etc.
- Optimized for historic analysis and identifying patterns & outliers
- Download reports to pdf and share via email (coming soon)

and more...



ActivTrak Premium

Request Early Access

www.activtrak.com/try-premium



Benefits of Early Access Program

- Get access to new features right away
- Special introductory pricing
- Help shape product development

What Customers are Saying...

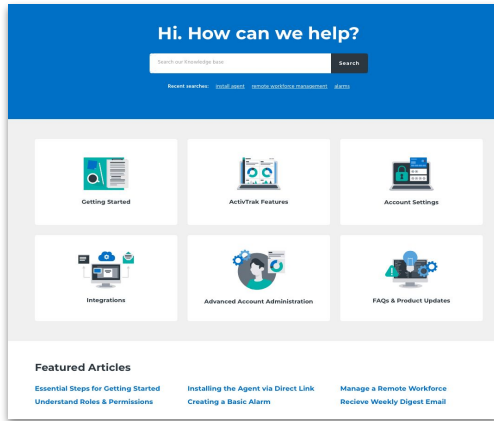
"Fantastic! - no longer a management only tool, it will provide insights for **individuals in a more approachable way.**"

"The activity breakdown view is gold!"

"...this is what I want **all my managers to use.**"

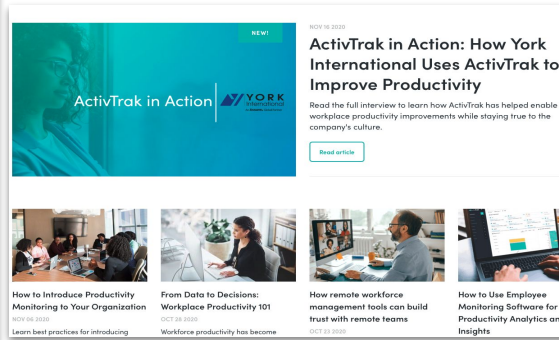


Helpful resources



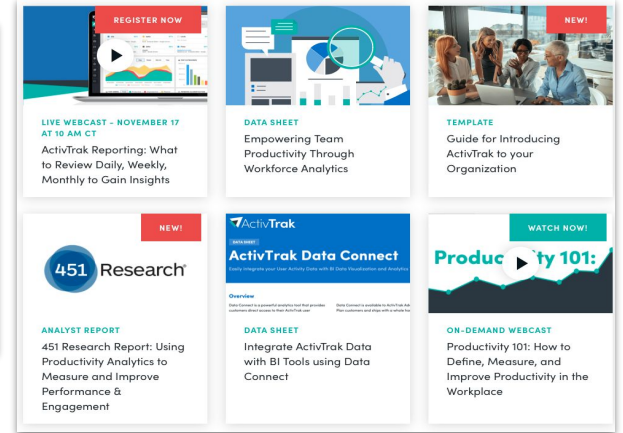
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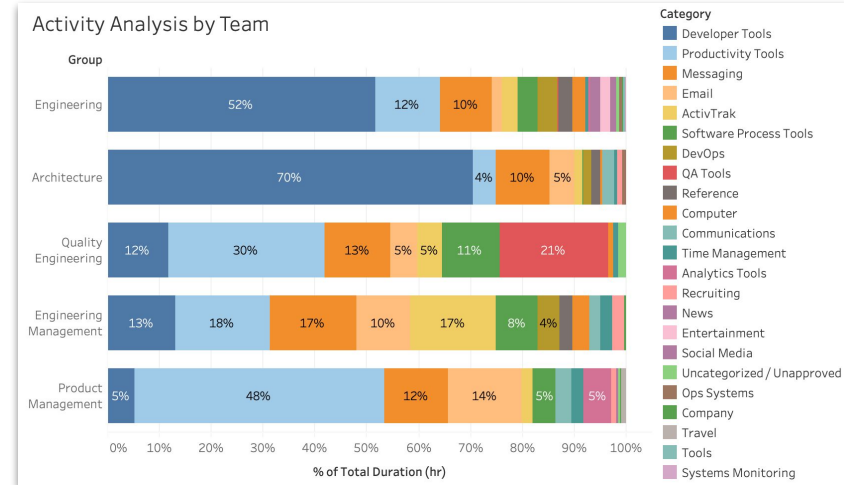
Thank you



ActivConnect Overview

Provides direct access into user activity and patterns available by the ActivTrak platform

- Develop personalized reports for your specific needs using your BI tool(s)
- Combine with other data sources (e.g. CRM, EPM, etc.)
- Embed into your existing dashboards & portals
- Requires your own BI licenses (e.g. Power BI, Tableau, etc.)
- 17 ○ Involves effort from your data / business intelligence team



Available for both Advanced and Premium plans as a paid add-on

What do I get with ActivConnect?

With Advanced Plan

- Activity details
- Group information
- BI 'starter' templates for activity information

With Premium Plan

- Activity details
- Group information
- Advanced Metrics
 - Focus, attention shifts, and uninterrupted sessions
 - Workload balance, burnout risk and break analysis
 - Technology adoption analysis
 - *Future Premium additions*
- Historic benchmarks by team and individual
- Team actuals vs goals
- BI 'starter' templates leveraging richer analytics