



Measuring Employee Productivity in Today's Workforce

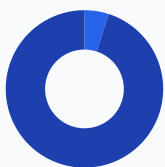


Introduction

Employee productivity needs improving, but so does the way we measure it.



The evidence is clear. Across the board, employee productivity needs some improvement. To begin doing that, we first need a way to measure productivity that accurately reflects the modern day worker.



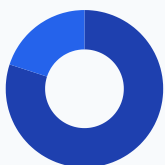
5%

of employees are fulfilling their productivity potential



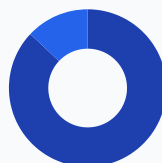
68%

productivity decrease when employees feel overworked



80%

of employees feel overworked



87%

of hybrid employees report being productive at work, but 85% of their bosses don't believe them.

→ Outdated Productivity Equations

These equations may have worked in the past, but they leave out how work has evolved for today's employees.

Traditional productivity measurements rely on a simple output/ input equation but the values they create are misleading. Using “total hours worked” or “labor costs” assumes that all work is equal; critical information about individual employee productivity, like the quality and efficiency of the work, is totally ignored. This type of information used to be collected by subjective performance reviews and assessments. But even these have been found ineffective with a growing number of companies abandoning the practice. To fully measure and understand employee productivity in the modern workplace, a new approach is needed.



Revenue Labor Costs:

Tells us productivity by labor expenses.



Revenue Hours Worked:

Tells us productivity per hour.



Revenue Number Of Employees:

Tells us productivity per employee.

→ Valuable Work vs. Busy Work

Valuable work is the work employees perform that further company objectives and progress company goals, but accounts for less than three hours of the workday ⁵

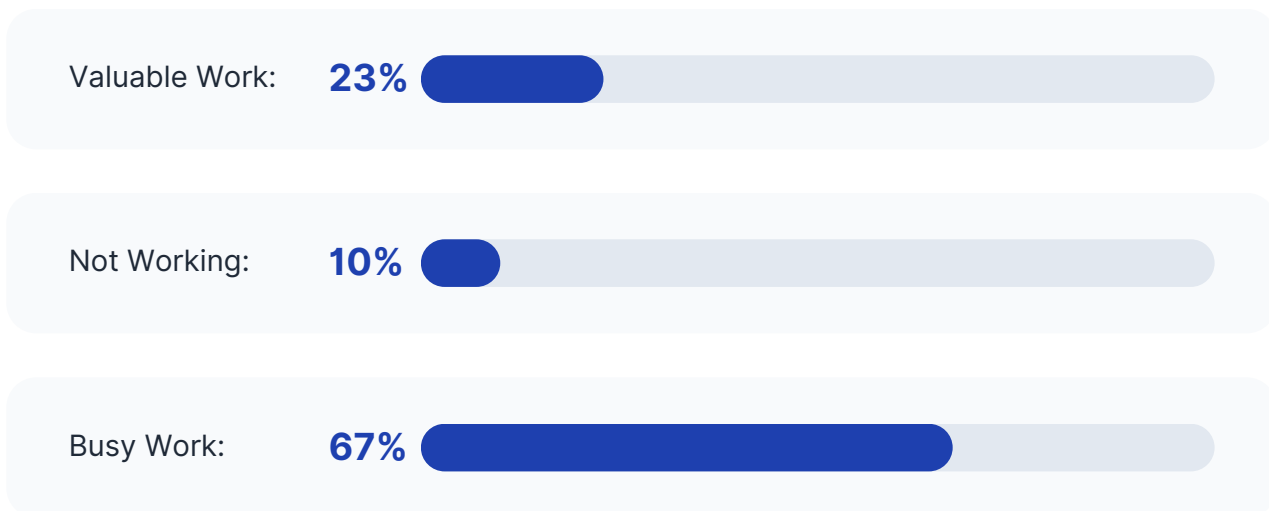
Calculating productivity today must take into account the type of work employees perform. While technology and the open space office brought endless possibilities to communicate and collaborate, it also created more busy work. This leaves less time for employees to spend on valuable work, or the work they perform that adds value to the company.

This difference in the type of work employees perform is the reason traditional productivity measurement equations are unreliable.

Emails, work group chats and meetings now account for 2/3 of the workday. In fact, meetings have been called the new [number one productivity killer](#), consuming up to one full work day per week, per employee. That's a lot of time spent working, but not productively working.

Measuring productivity, especially with the goal of improving it, requires a system that only takes into account the valuable work being performed.

A Day at the Office



→ Measuring Productivity

Measuring productivity for today's workforce requires a more nuanced approach. Taking stock of each of the metrics seen in the graph below--task completion, hours worked, work quality and efficiency--gives us valuable insight into how employees work and identifies areas where productivity can be improved. Together these metrics give us a new way to measure productivity, one that separates busy work from valuable work and supplies a complete survey of employee time.

Task Completion

How much valuable work was completed during the period?



Work Quality

How useful is the work product that is being produced?



Hours Worked

How much time was spent working on the value-added work?



Efficiency

Is the work being done efficiently?



→ How to Collect Productivity Metrics

User activity monitoring & task management apps are the best tools for measuring productivity

Measuring productivity requires an objective, data driven approach. Employee monitoring and task management apps provide the hard data needed and offer additional features that can be beneficial to productivity.

Separately, key performance indicators provide the data evidence needed to assess work quality. KPIs look different depending on your industry or department: manufacturing might track defects while sales may consider returning customers.

User Activity & Employee Monitoring	Task Management Apps
<input checked="" type="checkbox"/> Task Tracking	<input checked="" type="checkbox"/> Task Tracking
<input checked="" type="checkbox"/> Time Tracking	<input checked="" type="checkbox"/> Time Tracking
<input checked="" type="checkbox"/> Quality Assessments	<input checked="" type="checkbox"/> Quality Assessments
<input checked="" type="checkbox"/> Efficiency Tracking	<input checked="" type="checkbox"/> Efficiency Tracking
<input checked="" type="checkbox"/> Data Loss Prevention	<input checked="" type="checkbox"/> Data Loss Prevention
<input checked="" type="checkbox"/> Collaboration	<input checked="" type="checkbox"/> Collaboration
<input checked="" type="checkbox"/> Performance Analysis	<input checked="" type="checkbox"/> Performance Analysis
Additional Features	Additional Features

→ Using the Data to Improve Productivity

Improve completion rates by analyzing the amount of time spent on each task



Get more done

Using the hours worked and efficiency data points help improve task completion. Analyze how time was spent on individual tasks. If idle time and distractions are more common on certain tasks, try task gamification to increase motivation to get more work done.



Use the tools

Employee monitoring and task management tools measure productivity and help improve it.

Avoid idle time and loss of focus with employee monitoring software. Encourage employees to use what would otherwise be “idle” time to research or learn new skills, instead. This can be a sort of mental break from tasks that stimulates engagement. Engagement is known to [positively impact productivity](#).

Use your task management app to gamify tasks. Have employees compete individually or in groups to progress tasks more quickly in order to earn rewards.

Make more time for valuable tasks by examining the time spent on all tasks.



Get More Time

If productivity metrics show that not enough time is being dedicated to valuable work, it may be time for a workflow overhaul. This can be done in small, manageable steps. Start by establishing quiet hours, a time during the day when meetings won't be called and email and chat responses aren't expected.



Use the tools

Use a monitoring software to automate encouraging desktop messages that positively reinforce desirable behaviors.

Create a minimum number of value-added tasks employees must complete each week using a task management app.

Examine time spent in meetings using employee monitoring, working with meeting organizers to find more efficient ways to collaborate on projects or goals.

Review application and website usage alongside project data points to understand how employees use their digital tools to accomplish work. Provide additional training on how to use key tools more efficiently.

Analyze task completion and time spent on assignments to improve work quality



Deliver Results

Poor work quality might be the result of too many tasks or poor strategy. If employees are delivering tasks but not results, you might try easing their workload so they can better focus. If time and assignment completion isn't the issue, consider A/B testing their work to see what is and isn't performing.



Use the Tools

See if employees are rushing their work at the cost of quality using employee monitoring metrics to compare time spent in each task. Integrate your organization's task management software into an employee monitoring tool to track KPIs and other productivity metrics in one place. Make any behavior a KPI based on each team's goals. Use the screen recordings collected by employee monitoring software to examine and share the workflow of employees who produce the best performing work.

Improve efficiency by evaluating task completion, time worked, and quality of work.



Work smarter.

Improve efficiency by examining the hours worked and the number of valuable assignments completed. Identify processes that can be improved. If busy work is the culprit, look for ways to reduce that work with a new tool or process, or allocate time for that kind of work later in the day or week. If distractions are the problem, consider putting limits on the things that cause them.



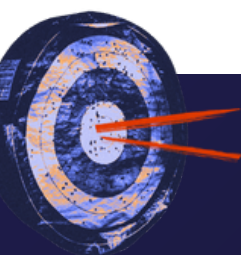
Use the tools.

Make sure employees are getting plenty of variety in their work-related inputs. Can they read interesting articles related to their jobs instead of surfing the web, for example?

If enforcement approach is preferred, use a monitoring software to block unnecessary websites after an allotted amount of time.

Let employees see what everyone is working on using a task management app in order to decrease repetitive work.

Leverage your software's Customer Success team to help you design your own business process optimization study to identify bottlenecks and opportunities for process improvement.



Conclusion

- **Improve** productivity by updating the way you measure it.
- **Separate** busy work from valuable work using the four key metrics of productivity.
- **Accurately measure and improve** productivity with user activity monitoring and task management tools.
- **Take regular and consistent measurements** in order to track improvements.

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