

GUIDE

The Ultimate Guide to Workforce Productivity Analytics

How to use workforce data as a strategic advantage

Let’s face it: Today’s business leaders face unprecedented workforce productivity challenges. On the one hand, efficiency is a critical lever for growth, and every minute counts. On the other hand, high-distraction, digital-first work environments make it increasingly difficult to understand who’s doing what, or how they’re doing it.

At the same time, AI is changing the work landscape every day. Employees, teams and companies are finding new ways to incorporate AI into programs and processes – with mixed results. Businesses need data to justify their AI investments, from productivity to workflow design to capacity utilization.

As a result, many leaders struggle to connect day-to-day work with outcomes that fuel growth. They lack the concrete data and insights needed to make informed decisions around utilization, workload distribution and operational efficiency.

The answer? **Workforce productivity analytics**. This solution provides the visibility you need to optimize resources, prevent burnout and drive measurable results across your organization. **This guide explains how to harness the power of workforce productivity analytics, transforming operational blind spots into a powerful competitive advantage.**

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What are workforce productivity analytics?

Workforce productivity analytics collect, analyze and use employee activity data to improve performance, giving business leaders the visibility to optimize resources and drive better outcomes.

Unlike the broader category of workforce analytics, workforce productivity analytics drill into the day-to-day realities of work — everything from technology usage and time spent on high-value tasks to untapped capacity and hidden inefficiencies. They help leaders across the organization answer questions such as:

- **Are we using time and talent effectively?**
- **Do new AI tools help or hurt employee productivity?**
- **Where do we have productivity bottlenecks?**
- **Which tools, including AI, are worth the investment?**
- **How do we help teams focus on high-impact work?**
- **Where are we losing productivity and what's the financial cost?**
- **Who has more or less capacity?**
- **How can we improve results without burning out teams?**

Whether you're a COO looking to optimize operations, a CIO evaluating technology or a CHRO wanting to prevent burnout, workforce productivity analytics help you spot important trends and patterns.

Why focus on productivity analytics?

Labor is one of the biggest investments for businesses — and also one of the least understood. While revenue and expenses are easily tracked, most managers lack true insights into how work actually gets done. This has become even more challenging with AI adoption. Without real-time visibility into work hours, tool usage and team capacity, workforce efficiency is a costly blind spot.

Workforce productivity analytics remove the guesswork from allocating resources, scaling teams and improving performance. Here are several key areas where productivity analytics make a big difference.



AI adoption and usage

More and more companies are deploying AI solutions, but lack the tools to understand AI's real impact. [Gartner](#) reported 40% of enterprise applications will have task specific-AI agents by the end of this year. But how can business leaders ensure AI is helping employees rather than adding work to their days? And how will they know which AI tools are worth the investment?

Workforce productivity analytics combine employee productivity and capacity data with AI usage patterns to show when and how AI impacts performance. From time spent in AI tools to which tools teams use, these metrics show leaders how AI is embedded into workflows and which teams are using tools effectively. Capacity, usage and impact reports make it easy to connect AI tools to ROI and identify additional cost-saving opportunities and use cases. Together, these metrics show where AI drives value and bring clarity to important decisions around AI strategy across the organization.



Remote and hybrid work

Remote work has exploded. Our [2026 State of the Workplace](#) report showed 47% of companies are remote-first and 25% offer regular hybrid work. But are they getting the support they need? Do they work efficiently? Could they work better?

Workforce productivity analytics help leaders see when and where work happens, how effectively hybrid employees use their time and where remote teams may struggle with collaboration. They also show how productivity patterns differ between office, remote and hybrid workers.

Remote team members may get more [focus time](#) during certain hours, or hybrid workers may struggle with [context-switching](#) on office days. This location-based data helps leaders craft data-driven policies based on where people are most productive, instead of relying on inaccurate or unfounded assumptions.



Operational efficiency

Workforce capacity is a key driver in operational efficiency. But without visibility into daily workflows, business leaders can't link workforce performance to profitability. Do teams spend time on the right tasks? Where are resources wasted? Which processes slow things down?

Workforce productivity analytics answer these questions. Turning activity data into operational insights allows leaders to spot inefficiencies, uncover process bottlenecks and identify when teams are stretched too thin — or not stretched enough. They also show how work is distributed across locations, roles and departments, which tools support productivity and where performance gaps exist.

These insights make it easier to inform policies, standardize best practices, rebalance workloads and eliminate waste.



Technology usage

Technology is at the heart of digital teamwork and collaboration, but do those investments pay off? Do employees use the right tools, in the right ways, to drive the right results?

Using workforce productivity analytics to track real-time usage across apps and websites helps leaders see which tools support productivity and which ones cause friction. Maybe a team spends hours toggling between platforms, or agentic AI systems meant to save time go unused while employees rely on old technology habits.

These insights help executives eliminate waste, right-size licenses, ensure governance and compliance and align tech stacks with real needs. It's a smarter way to improve digital ROI and ensure technology fuels productivity — not frustration.



Capacity planning

When it comes to maximizing productivity, hiring decisions are critical. Add too many people and you waste budget. But hire too few and you risk burnout and disengagement. And without clear data, it's hard to know when teams are truly at capacity or simply misaligned.

Workforce productivity analytics reveal important metrics such as workload distribution and time spent on meaningful work. These insights make it easy to spot signs of overwork, underutilization or uneven staffing across departments. Armed with this information, leaders can make smarter headcount decisions, reallocate resources, automate with AI and scale sustainably — keeping teams challenged and engaged.

ActivTrak Productivity Lab Utilization Benchmark data found nearly 60% of workers underperform, equivalent to paying full salary for 87% of output and costing \$11.2M in lost productivity per 1,000 employees.

Benefits of workforce productivity analytics

For many organizations, understanding how work happens and how to optimize workforce investments is a challenge. Many business leaders still fly blind, with traditional metrics that fall short of business needs or, worse, no data on important metrics at all. [Thomas Reuters](#) reported 82% of leaders say their organizations aren't collecting ROI metrics around AI, or they were unsure if they were collecting these metrics. But this approach is no longer sustainable. Today's digital-first environments demand a new approach to workforce optimization.

Workforce productivity analytics solutions provide accurate and unbiased insights, helping organizations achieve the following benefits:

- **Data-driven views of employee efficiency** provide consistent, continuous measurement over time versus point-in-time surveys or potentially subjective performance reviews.
- **Consistent productivity measurement** across teams makes it easier to have workforce planning discussions and identify headcount needs.
- **Visibility into AI impact** across the organization connects usage to outcomes for better optimization and investment decisions.
- **Personalized coaching** supported by detailed activity logs empowers fact-based discussions around.
- **Technology license optimization** shows leaders which apps teams actually use, which subscriptions to cancel and where opportunities exist to consolidate tools or offer additional training.
- **Strategic capacity planning** with real-time visibility into workload distribution enables leaders to make informed decisions about when to hire, where to reallocate resources and how to prevent disengagement.
- **Quantified financial impact** of productivity gaps and optimization opportunities transforms hidden costs — like inefficient work patterns and misaligned talent — into concrete dollars that justify strategic investments and budget allocation decisions.
- **More objective performance assessments** make it easy to provide personalized coaching recognition employees deserve for consistent effort or going above and beyond.



How to use workforce productivity data

Workforce productivity analytics tools collect and analyze employee activity data, transforming it into valuable insights across people, processes and technology. These insights make it easy to answer critical questions in six essential areas.

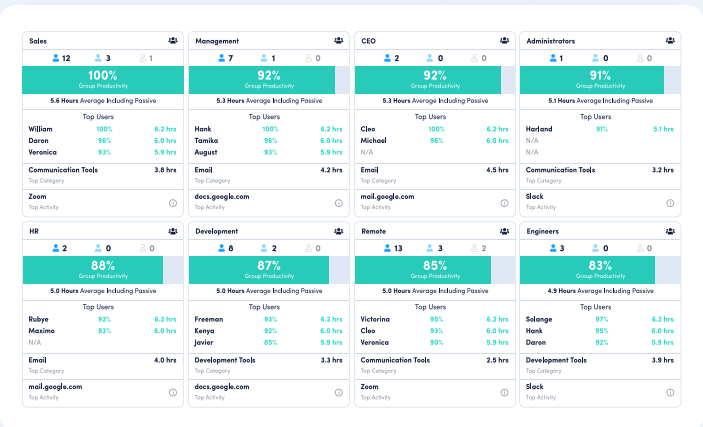


Real-Time Visibility

Workforce productivity analytics give leaders a clear, objective view of how teams spend time and where opportunities for improvement exist. By making work patterns visible, they empower managers to spot bottlenecks, recognize top performers and understand the habits that drive results to foster a more productive, engaged workforce.

The Real-Time Visibility dashboard answers questions such as:

- Who's working right now and how productive are they being?
- Which apps are employees using and how are those apps impacting productivity?
- When are employees most productive throughout the day or week?
- Are shifts appropriately covered or are some employees working too much (or too little)?



AI Insights

To justify AI investments, business leaders need to know not just who's using AI, but how AI usage impacts productivity and efficiency.

By measuring AI's impact across the organization, leaders can replace assumptions with real data to cut costs, save time and drive business results.

AI Impact reports answer questions like:

- Which teams are using AI to its fullest potential?
- How does AI usage impact work efficiency and productivity?
- Are employees using approved AI tools?
- Does AI-assisted work free up capacity for teams?
- Where is AI driving value?
- Where can AI implementation save time in the future?

AI Impact on Productivity

Team	Stage 0	Stage 1	Stage 2	Stage 3	% AI Usage	% Overall Utilization	% Core Activity Efficiency
Retail Banking	45%	40%	12%	3%	3%	111%	61%
Commercial Banking	30%	48%	18%	6%	6%	103%	67%
Corporate Banking	28%	46%	20%	6%	8%	107%	69%
Wealth Management	25%	50%	20%	7%	7%	105%	71%
Lending & Credit	28%	47%	20%	7%	7%	89%	75%
Risk Management	20%	45%	25%	10%	10%	91%	78%
Compliance & Regulatory Affairs	35%	45%	15%	6%	6%	106%	59%



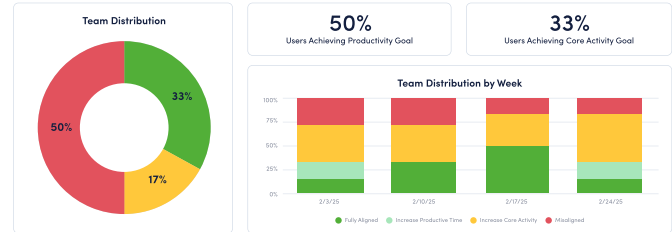
Activity Alignment

One of the biggest drains on organizational efficiency is when talented people spend time on work that doesn't drive results. Workforce productivity analytics reveal exactly how time is allocated across different activities, showing when high-performers are pulled into low-value tasks and when workflows need restructuring to better support strategic priorities.

Activity Alignment insights answer questions such as:

- Are employees working on activities aligned with their roles and skills?
- Which activities drive results and where is focus misaligned?
- Which team members spend too much time on distractions or low-impact work?

Team Overview



Users with Performance Opportunities

Users Not Achieving Productivity or Core Activity Goals						
User	Primary Team	Productive Hrs/Day	Delta vs. Goal	Core Activity Hrs/Day	Delta vs. Goal	Assessment
Deron	Sales	6.6	-0.4	5.2	-0.4	Misaligned
Hank	Sales	6.7	-0.3	5.1	-0.5	Misaligned
Marcy	Sales	7.6	0.6	5.0	-0.6	Increase Core Activity

- What specific coaching guidance is needed to help employees reallocate time toward higher-impact work?
- What effective work habits do top performers demonstrate and how do we emulate those across team members?

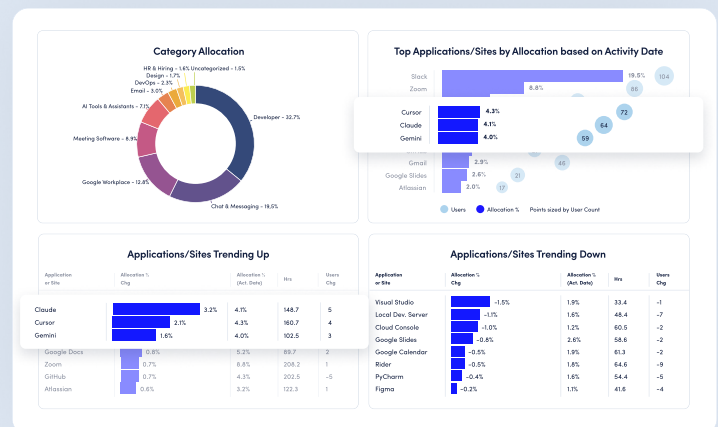


Technology Utilization

Today's digital workplaces run on a complex mix of apps, AI and websites, making it challenging to understand which ones enable productivity. Workforce productivity analytics surface tool usage patterns to help leaders eliminate waste, reduce costs and align technology investments with team needs.

Technology License Optimization reports help answer questions such as:

- Can we consolidate tools to save on licensing costs or simplify workflows?
- How does app usage vary between more and less experienced team members?
- Do people need more training to increase adoption of new or existing software?



- Is AI delivering expected results — or do training and tools need to be revisited?
- What software licenses and tools are used consistently and which can we discontinue?
- Do employees introduce security risks by using unapproved applications?

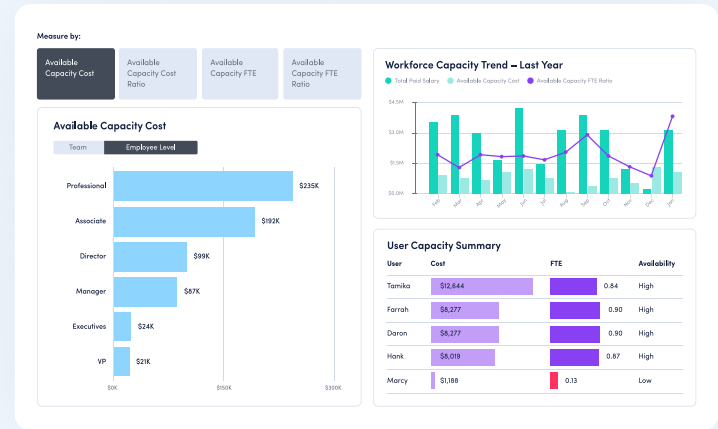


Capacity and Headcount Planning

Workforce productivity analytics shine a real-time light on team capacity, making it easier to match people to priorities. Identifying under- or over-utilized team members equips leaders to balance workloads, optimize staffing levels and build a sustainable rhythm that supports both productivity and well-being.

Headcount and Capacity Planning reports help answer questions such as:

- Are we maximizing talent before adding headcount?
- How much revenue potential is lost to unused or misaligned capacity?
- Which teams have untapped labor capacity that could absorb additional responsibilities?
- How have organizational changes like attrition or restructuring affected workload distribution?
- Where do we need to rebalance workloads to maintain efficiency?
- Are we rightsizing teams effectively, or are some departments consistently over- or under-resourced?

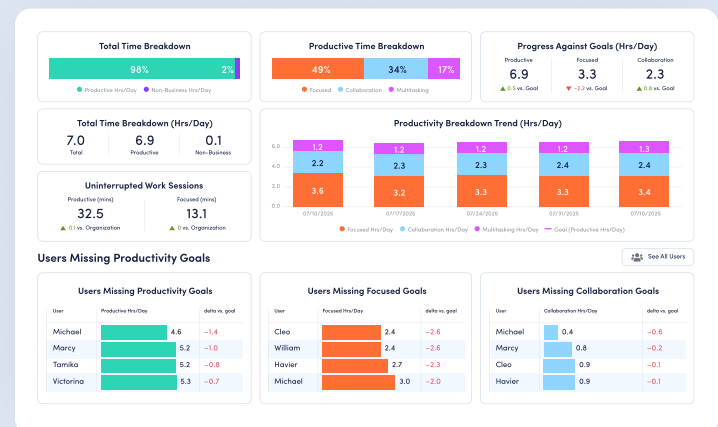


Focus and Collaboration

The modern workplace demands both deep work and seamless collaboration, but finding the right balance is challenging. With workforce productivity analytics, managers understand how teams naturally work — when they need uninterrupted focus time, how collaboration tools impact concentration and where multitasking helps or hurts performance. These insights enable the design of better ways of working.

Performance reports help answer questions such as:

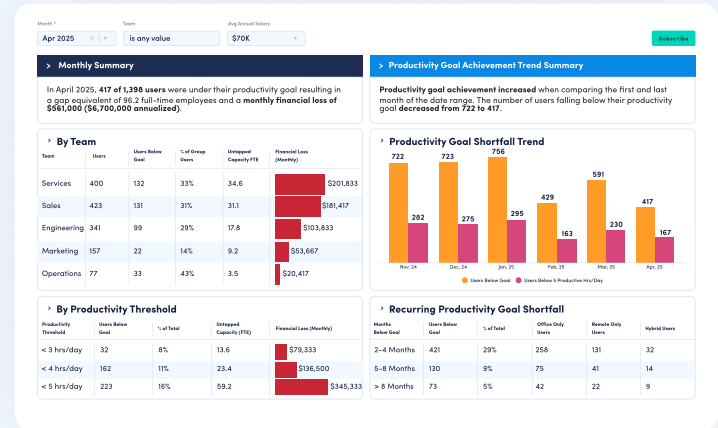
- How much time is spent on focused work vs. collaboration and multi-tasking?
- Do messaging apps increase context switching and distraction?
- How much time is spent in meetings?
- Should we carve out certain times of day for focused work?
- How do these trends differ between newer and more experienced team members?





Workforce Utilization

The true cost of productivity gaps often remains hidden until it's too late. While most leaders can quickly identify expenses like software licenses or office rent, the financial impact of inefficient work patterns, underutilized talent and misaligned resources typically flies under the radar. Workforce productivity analytics quantify the real dollar value of productivity losses, giving you concrete data to justify investments, reallocate resources and make budget decisions that move the needle.



Workforce Utilization reports help answer questions such as:

- How much revenue potential is lost to underutilized or misaligned staff?
- What's the true financial cost of current productivity gaps and where should we prioritize improvement efforts?
- Which productivity investments would deliver the highest ROI based on our current loss patterns?
- How do different work locations and workload fluctuations impact financial performance, and how should this influence budgeting cycles?
- What is the financial impact of adding headcount versus optimizing existing workforce capacity?

Engaging employees in workforce productivity programs

The above insights are a great starting point, but they only work to your advantage when everyone is on board. It's important to approach productivity monitoring in a transparent, collaborative way that promotes trust with employees. Workforce productivity analytics are not about surveillance or tracking. Instead, they provide an opportunity to share insights and collaborate on solutions to improve productivity organization-wide.

To ensure a successful workforce productivity program rollout, follow these three best practices:

1. **Be transparent.** Openly share your intent and discuss how you'll use the data throughout the process.
2. **Communicate often.** Communication is critical prior to implementation, throughout onboarding and on an ongoing basis.
3. **Encourage ownership.** Emphasize a culture of continuous learning and performance improvement.

Be transparent.

Build trust and get buy-in. Most experts recommend being upfront about your workforce productivity analytics program, including what data you plan to collect and how you intend to use it. The software is meant to provide insights to improve your business, not to spy on employees. When choosing a workforce productivity analytics solution, consider how it protects employee privacy while gathering the data and insights you need. Trust and transparency are essential in building a healthy workplace culture, and your workforce productivity solution should support those goals.



Communicate often.

Take a phased approach when introducing your program. Share plans with managers, since they will use the software and field questions from their teams. After you have managers on board, invite employees to a town hall meeting to learn more and ask questions. Ensure you communicate throughout implementation and after, especially if you update the software or use it in new ways. This reiterates transparency and helps keep team members aligned with why and how the organization is using workforce productivity data.

Encourage ownership.

Share data to drive continuous improvement. Workforce productivity analytics data is meant to be shared organization-wide, allowing employees and managers to collaborate on goals and solutions. This promotes trust and empowers employees to self-manage and make adjustments as needed. Avoid comparing apples to oranges and instead analyze metrics for similar roles and teams. If you're concerned about the data you see, don't make assumptions. Rather, speak with the employee to clear up misunderstandings before taking action.

Remember, culture always comes first. Reinforce the message that transparency, improvement and collaboration are vital to the culture of your organization. Your use of workforce productivity analytics will be an ongoing process. Use it to identify and unlock key areas for productivity improvements.

Getting started with workforce productivity analytics

Your workforce is your most valuable asset — it's time to maximize it.

The modern workplace has fundamentally changed. Digital-first environments, AI tools and increasing performance pressures make traditional management approaches obsolete. Leaders who continue to rely on assumptions and outdated metrics leave productivity gains on the table, and risk employee disengagement in the process. Workforce productivity analytics change this equation. By providing clear visibility into how work actually happens, you can make informed decisions to drive results while supporting your team's well-being. Identify bottlenecks before they become problems, recognize high performers with objective data and balance workloads to prevent costly turnover.

Ready to put your employee data to work?

With ActivTrak, it's easy. Easy-to-use reports and dashboards help managers and teams:

- Measure productivity trends across teams and individuals.
- Assess workload balance and burnout risk.
- Identify how and where to build more focus time into daily schedules.
- Understand which applications are used most (and least).
- Measure how AI impacts workflows, focus time and ROI.
- See when high-performers are pulled into low-value tasks.
- Quantify the financial cost of productivity gaps.
- Spot untapped capacity before hiring or reallocating resources.
- Identify which tools drive results and what to eliminate or consolidate.



Checklist: Getting Started for FREE With ActivTrak

Ready to build a workforce productivity program? Follow these steps to get started with ActivTrak today.



Read the *Ultimate Guide to Workforce Productivity Analytics*.

Congratulations! You've already completed the first step.



Develop your goals and KPIs.

As with any new program, it's critical to understand your goals before getting started. Just as important is outlining what success looks like. How will you measure progress?



Sign up for a Free ActivTrak account.

Measure productivity with ActivTrak for up to three users for free. To see the productivity of additional users and unlock advanced features, you can always upgrade to a paid plan. Create your free account [here](#).



Install the agent.

For every device you want to collect productivity data from, simply hit the blue Download Agent button within the ActivTrak app. You can also remotely install agents on devices. To learn more about agent installation, [click here](#).



Customize your account.

After the agent is installed, customize your instance to best meet your needs. This includes naming devices and users, creating groups, assigning productivity labels and categories to websites, setting custom schedules and more. To get detailed instructions on setting up customizations, [click here](#).



Review dashboards and reports.

Use the executive dashboards for quick, easy-to-understand snapshots on everything from app usage to activity alignment. You can also use the [ActivConnect API](#) to embed your workforce productivity data into BI tools like Power BI, Tableau and Looker Studio.

Unlock cost savings & growth faster with ActivTrak

Organizations using workforce optimization software see:

- **\$1M in annualized labor savings**
- **Up to 20% more capacity**
- **122X ROI**

Discover the
ActivTrak Difference

Contact Us