

# The State of Productivity Monitoring in 2023: The Evolution of Monitoring Tools & Strategies



Organizations are continually looking for ways to boost productivity and enhance their competitive edge. Among the many factors that contribute to a company's success, the productivity of employees plays a vital role. Fortunately, recent trends indicate a positive shift in employee

productivity along with the availability of new tools to boost productivity, presenting an opportunity for businesses to capitalize on their workforce's potential. In this eBook, we delve into the emerging trends in employee productivity and explore the untapped possibilities.





## PART I

# The Power of Technology, Data, and Employee Wellbeing

## Promising Trends and Untapped Potential

One of the most promising trends in recent years is the upward trajectory of employee productivity. From 2021 to 2022, [the percentage of engaged employees](#) on a global scale increased. More broadly, that number grew from a mere 12% in 2009 to an impressive 23% in 2022. This substantial growth indicates that more employees are actively committed to their roles, driving results and contributing to the overall success of their organizations. But, despite the increase, the overall percentage is still relatively low. In fact,

the untapped potential of engagement amounts to a staggering \$8.8 trillion according to a [Gallup study](#). This presents an opportunity for businesses to take a closer look at their workforce and identify strategies to boost engagement further. For any organization, harnessing even a fraction of this dormant productivity could lead to substantial gains in innovation, efficiency, and ultimately, the bottom line.

## Employee Burnout is on the Rise

In order to start reaping the benefits of employee engagement, organizations need to focus on some of the

challenges plaguing today's workers. [Recent statistics reveal](#) that a staggering 42% of the global workforce is currently experiencing burnout, a 2% increase compared to the previous quarter. Burnout is most commonly linked to work and the consequence of prolonged stress that can lead to exhaustion and difficulty coping. It has been observed that [43% of individuals](#) who express dissatisfaction with their level of flexibility at work, in particular, are more likely to report feeling burnt out. These figures emphasize the urgent need for organizations to address the growing problem and prioritize employee wellbeing and work-life balance

in order to maintain the rise in engagement and productivity.

## Embracing Remote and Hybrid Work Environments

Embracing remote and hybrid work can serve as a step towards addressing the pressing issue of burnout and improving engagement. While employers may be eager to bring their workforce back to the office, the desires of employees paint a different picture. According to a [PWC survey](#), 42% of business executives anticipate workers returning to the office four or five days a week, while only 19% expect them in the office just once a week. In the same survey, a significant 60% of workers express a desire to continue working from home, recognizing the numerous benefits it offers.

Despite concerns from upper management and to bridge the gap between what workers want and what managers expect, it's essential to understand that a considerable portion of the workforce is already equipped for more flexibility at work. A majority of Americans have the capability to work from home at least one day per week, and a striking [90% of employees](#) who have the opportunity to work fully remote or in a hybrid setup readily embrace it.

## The Competitive Labor Market

With the labor market poised to remain fiercely competitive, providing the flexibility and autonomy employees crave while maintaining some level of in-person collaboration may be the best approach to support employers' efforts to attract and retain exceptional talent,

approximately [1.2 million new jobs](#) being created this year means the demand for skilled individuals will only intensify. To stay ahead in this dynamic landscape, employers must be prepared to go the extra mile in their recruitment strategies, offering compelling incentives, nurturing positive work cultures, and providing opportunities for professional growth. Only by proactively adapting to this competitive environment can businesses secure the top-tier workforce needed to thrive in the ever-evolving job market.

## Remote Workers are More Productive on Average

According to a study by [Forbes](#), remote workers demonstrated an astounding 47% increase in productivity compared to their office-based counterparts. Not only did they showcase higher levels of efficiency, but they also spent approximately 10 minutes less per day being unproductive. These findings highlight the significant advantages that remote work arrangements can offer in terms of productivity gains and time management, solidifying the case for the future of remote work as a promising and efficient way to work in 2023.





## PART II

# Maximizing Employee Productivity

By harnessing the power of new technologies, businesses can gain valuable insights into their workforce's productivity levels, facilitating data-driven decision-making and process improvements. Embracing learnings from recent trends can not only unlock productivity potential but also signifies a proactive commitment to the wellbeing and success of the workforce.

Here are some ways businesses can amplify productivity:

## 1. Cultivate a Positive Work Environment

Creating an ideal work environment is the cornerstone of a productive workforce. Studies show that positive work environments both boost employee morale and significantly improve productivity. By fostering open communication, recognition, and a supportive atmosphere, employers can inspire and motivate their teams to perform to the best of their abilities.

## 2. Establish Clear Goals and Expectations

Developing concrete goals and expectations provides employees with a clear roadmap to guide their projects and tasks. When employees have a defined direction, they are more focused, committed, and goal-driven. [Effective communication of behavior, performance, and efficiency expectations](#) ensures alignment and paves the way for consistent high-level performance.

### 3. Provide Essential Tools and Resources

Equipping employees with the right tools and resources is vital for their effectiveness. The most efficient leaders engage in conversations with employees to identify their needs and proactively work to eliminate unnecessary tools that cause distractions and create data silos.

### 4. Embrace Trust and Avoiding Micromanagement

[Micromanagement](#) can have detrimental effects on employee motivation and

workplace culture. Instead, employers should trust their employees and offer autonomy, allowing them to thrive. Trusting employees to do their work without constant oversight leads to faster and more efficient outcomes.

### 5. Implement Incentives for Increased Morale

Offering incentives for exceptional work can have a profound impact on employee morale and productivity. Extra paid time off, cash bonuses, casual dress days, and free meals are all effective ways to reward employees. These incentives not only boost

motivation but also create a culture of recognition and appreciation.

### 6. Embrace Flexible Work Options

As noted above, providing flexible work options is now a necessity. Flexibility can help [reduce employee stress levels](#), allowing workers to improve their focus and attention and paving the way for a more loyal workforce. An adaptable approach also fosters a healthier work-life balance and ultimately drives productivity.





## PART III

# Productivity Monitoring Solutions

Employee Productivity Monitoring (EPM) offers a transformative approach to management, allowing companies to gain valuable insights into performance, optimize workflows, and identify areas for improvement. Implementing an EPM solution can revolutionize the way you manage and maximize your team's efficiency, but it's crucial to pinpoint what type of productivity data will most benefit your organization.

### **Teramind**

[Teramind UAM](#) (User Activity Monitoring) offers all-encompassing tracking functionality that captures a wide array of user activities,

including screen recordings and live views of employee PCs as well as email and keystroke tracking. A more invasive approach, UAM generally provides the most comprehensive set of tracking tools with things like live session viewing and video recording, keystroke tracking, and deployment options for both cloud and on-premises environments.

Teramind offers an intuitive UI and dashboard as well as privacy compliance and access control however, the monitoring features are often complicated and elicit concern from employees around privacy, potentially impacting culture.

### **ActivTrak**

With attractive pricing and an efficient user interface, [ActivTrak](#) presents a compelling solution for businesses seeking to gain insights into worker productivity and identify employee coaching opportunities. The user interface is quick and intuitive and enables both project and task-level productivity tracking. Another differentiating feature is the ability to surface leading applications and websites used by employees.

Though the agent is easy to install, any agent-based software will be limited as

far as the data that can be captured. Any work-related tasks conducted on a mobile device, for example, would be missed. Additional limitations exist around the customization of dashboard widgets, keyword searches, and fine-tuning for user and group productivity metrics.

Like with Teramind, employee concerns about invasiveness are common.

## Prodoscore

In the pursuit of maximizing team efficiency and productivity, [Prodoscore](#) stands as a powerful ally for businesses seeking visibility into their organization's daily activities. The innovative software presents a positive and employee-centric approach to productivity monitoring, offering valuable insights in the form of a simple score that is easily digestible and empowers teams to thrive.

## Leveraging Advanced Technology for Insights

Prodoscore's proprietary scoring tool is built on a foundation of Machine Learning, Artificial Intelligence (AI), and

Natural Language Processing. The powerful combination generates actionable insights by analyzing the usage of core business tools to optimize workflows and enhance productivity.

## Data Collection That Matters

Prodoscore excels in data collection and aggregation, ensuring that leaders gain visibility into valuable metrics without getting lost in irrelevant or junk data. This streamlined approach fosters data-driven leadership and objective decision-making.

## Uncovering Opportunities and Addressing Challenges

Beyond productivity tracking, Prodoscore goes the extra mile in supporting workforce development by identifying signs of burnout, recognizing high-performing employees, helping to streamline tech

stacks and optimizing resource allocation, and enhancing overall team productivity and output. The result is a reduction in micromanagement and more empowered managers who can lead with confidence and trust.

In the Employee Productivity Monitoring space, Prodoscore emerges as a powerful tool, providing leaders and teams with actionable insights that improve effectiveness and drive success. Leveraging AI and ML, the solution empowers businesses to make better-informed decisions and eliminate guesswork while fostering a culture of transparency, trust and continuous improvement. With Prodoscore, employers and teams alike embrace a positive and data-driven approach to productivity that leads to higher levels of engagement and overall success.



[Learn More About Prodoscore's Employee Monitoring Software](#)