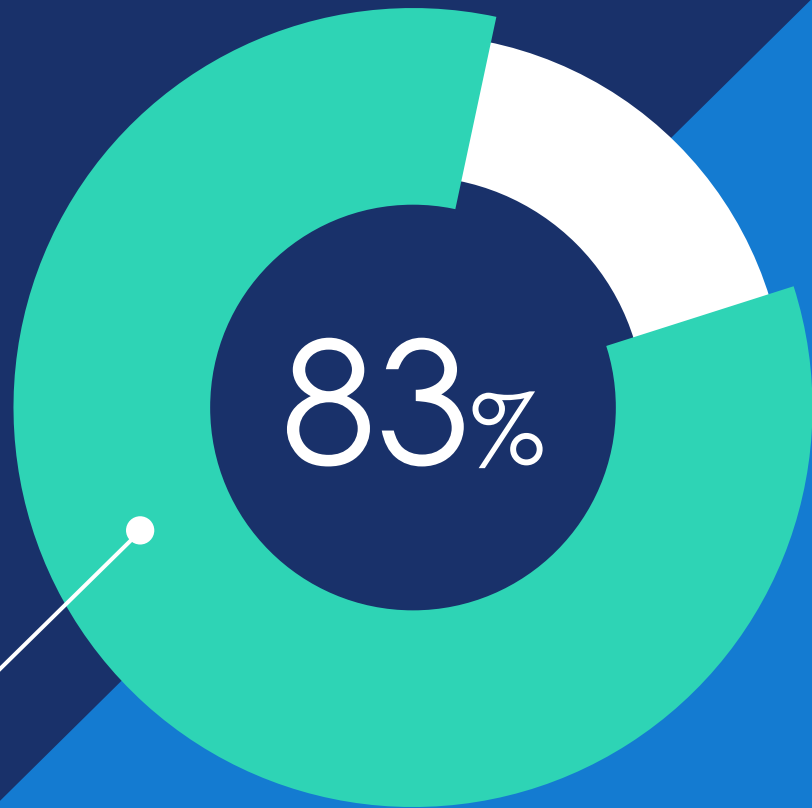


EXECUTIVE REPORTING TEMPLATE

# Workforce Insights from ActivTrak

83% of executives

can't measure the impact  
of workforce investments



# The Workplace Today

- **The challenge:** 83% of executives can't measure the impact of workforce investments<sup>1</sup> while labor and related expenses account for more than 70% of business spend.
- **Why it matters:** Without workforce data, you're making costly decisions about hiring, technology and policies based on instinct instead of evidence.
- **The solution:** Use this **ActivTrak Executive Report** template to capture quarterly insights that inform critical decisions around cost optimization, workforce planning and AI impact.



# Before You Get Started

## How to Use This Template

- Make a copy of this presentation.
- Populate each slide with data from your ActivTrak instance. Areas to update are highlighted in yellow.
  - Relevant reports are noted at the bottom of each slide.
  - Links to reports are [here](#).
- Share insights with appropriate exec team members (CEO, CFO, COO, CHRO, CIO).

## Best Practices

- Generate this report quarterly.
- Clearly outline the goal vs. the result.
- Ensure that *productivity* is positioned as a *leading indicator* of success.
- Identify actions to improve results over time.
- Share insight trends broadly.
- Contact your CSM for support.



# Cost Optimization

- More than half of all employees report being relatively unproductive at work, representing significant untapped value for organizations.<sup>1</sup>
- A Boston Consulting Group (BCG) survey revealed that cost management remains a primary goal for executives worldwide for the third consecutive year, surpassing growth and revenue management.<sup>2</sup>
- 50% of software licenses are not used, costing companies approximately \$45M per month (nearly \$537M annually).<sup>3</sup>

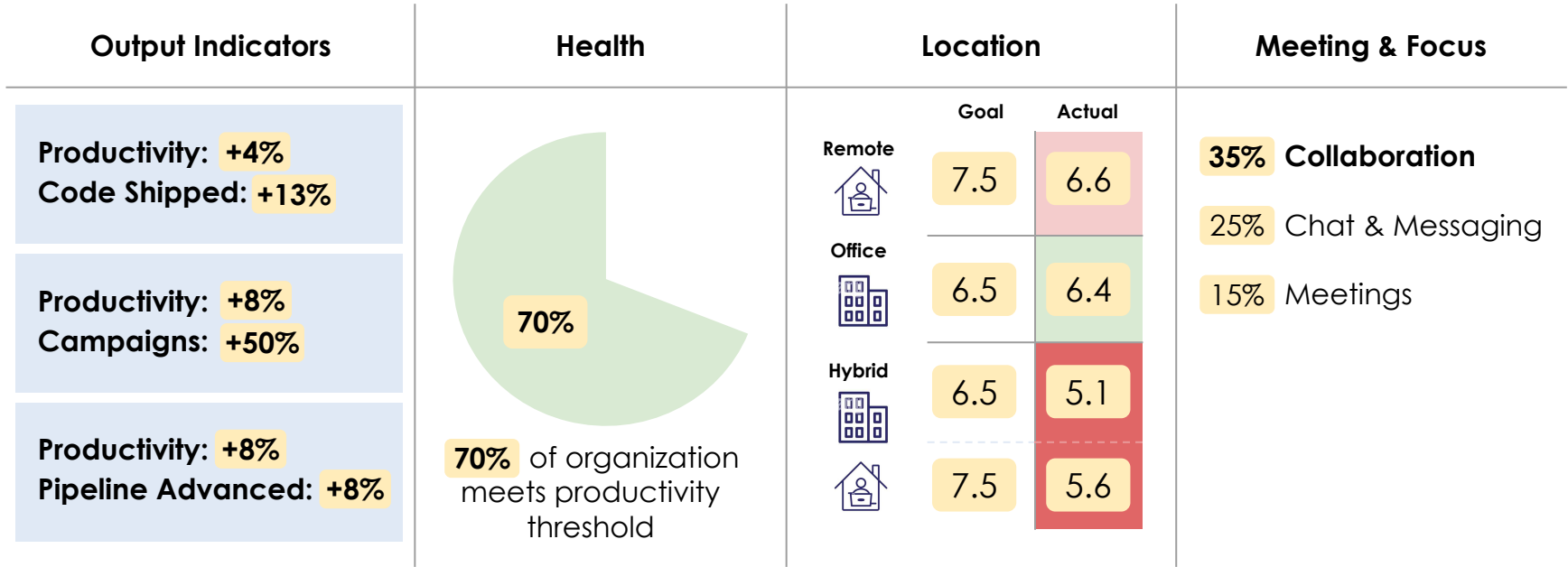
<sup>1</sup> McKinsey, 2023

<sup>2</sup> BCG, 2025

<sup>3</sup> Nextthink Report, 2023



# Productivity Overview Across the Business



Slide generated from the following ActivTrak Reports: Activity Breakdown, Workload Balance, Location Insights & Technology Usage



# Productivity Optimization: \$ Saved, \$ Opportunity

## Savings/Wins

- \$423K savings in last 6 months
- Reduced untapped capacity by 12%, or 6 FTE QoQ
- Reduced headcount requisitions/hiring by 42%

#%

% Healthy

#%

% Underutilized

## Org-wide Opportunity

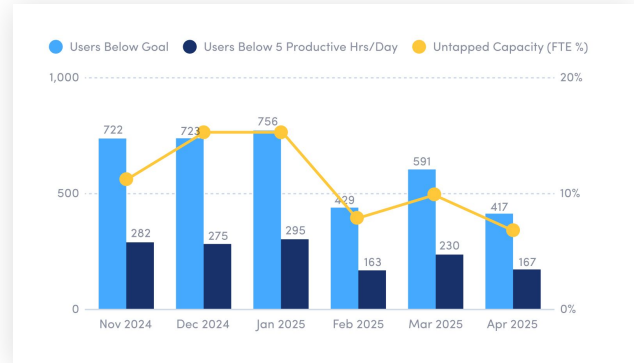
- Monthly loss is \$624K
- Greatest opportunity sits in Services organization
- Critical assessment required of this organizational design

\$#

Savings QoQ

\$#

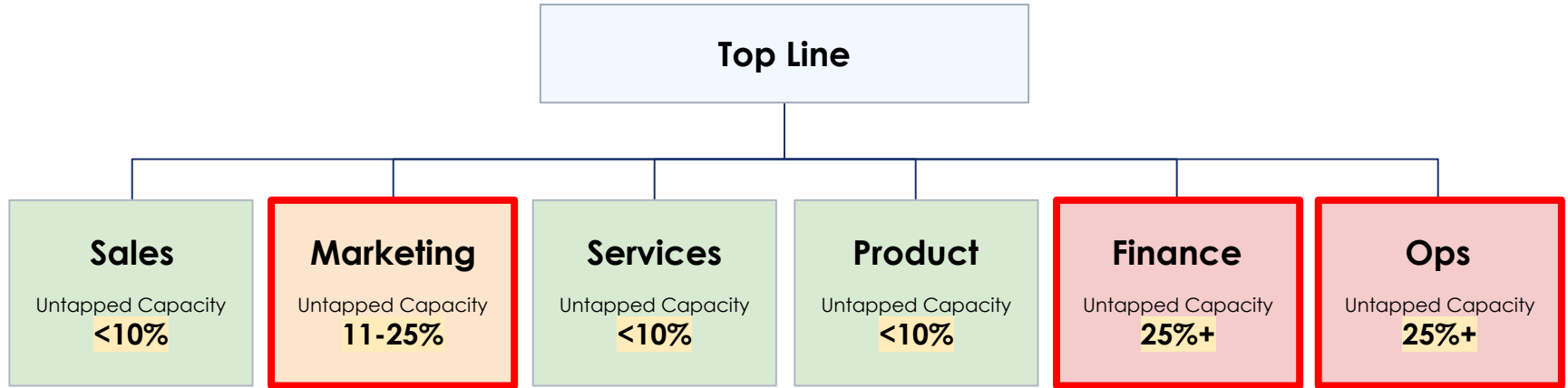
Current Loss



Group	Users	Users Below Goal	% of Group	Untapped Capacity (FTE)	Financial Loss (Monthly)
Services	400	132	33%	34.6	\$201,833
Sales	423	131	31%	31.1	\$181,417
Engineering	341	99	29%	17.8	\$103,833
Marketing	157	22	14%	9.2	\$53,667
Operations	77	33	43%	3.5	\$20,417
IT	55	11	20%	3.1	\$18,083

Slide generated from the following ActivTrak Report: Financial Loss

# Org-wide Productivity Health: \$ Saved, \$ Opportunity



- Freeze hiring across Marketing, Finance and Ops
- Evaluate signs of burnout across Sales and Services; evaluating headcount needs for upcoming quarter



# Technology License Optimization

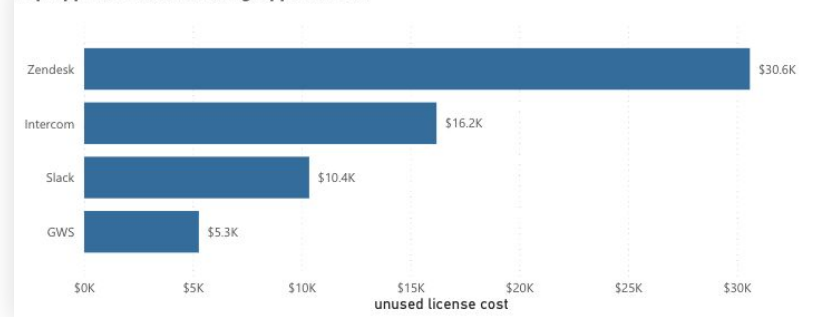
## Savings/Wins

- Zendesk is the biggest cost sink, with nearly \$31K in potential savings from unused licenses.
- The top three apps (Zendesk, Intercom, Slack) account for ~\$57K in waste combined.
- GWS, while lower, still represents a notable savings opportunity.

## Actions We're Taking

- Focus cost-optimization efforts on Zendesk and Intercom first — they represent the highest ROI from license reductions.
- Consider reviewing usage policies, offboarding inactive users or right-sizing plans.

Top Applications With Saving Opportunities



Slide generated from the following ActivTrak Report:  
Technology License Optimization



# Workforce Planning: Return to Office

- 80% of employers reported losing talent due to Return-to-Office (RTO) mandates.<sup>1</sup>
- Office attendance is ~30% lower than pre-pandemic levels. Attendance remains especially low in major metropolitan cities.<sup>2</sup>
- 83% of employees report they are more efficient and productive when working remotely. In contrast, only 50% of HR leaders believe productivity is a main benefit of remote work.<sup>2</sup>

<sup>1</sup> Resume Builder Survey, 2024

<sup>2</sup> McKinsey & Company, 2024



# RTO Strategy, Enforcement & Effectiveness

## Policy Enforcement

- **Office Only** is aligned with expectations — enforcement here is working as intended.
- **Remote Only** is significantly over target (+12%); more people are working fully remotely than intended.
- **Hybrid** is significantly under target (-22%), suggesting that those who should be coming into the office are opting to be fully remote instead.

## Policy Effectiveness

- **Remote Only** nearly meets the productivity expectation (only -0.1) — this reinforces that remote work is performing well.
- **Office Only** and **Hybrid** both underperform in terms of actual productivity.
  - **Office** is especially low (6.2 vs 7.5), a notable underperformance.
  - **Hybrid** is closer but still off the mark (6.6 vs 7.5).

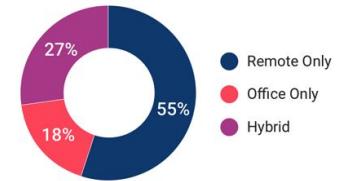
## Policy Enforcement

Employee Type	Policy Expectation	Actual
Office Only	20%	20%
Remote Only	40%	52%
Hybrid	40%	18%

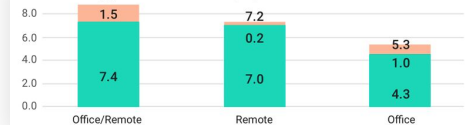
## Policy Effectiveness

Day Types	Productivity Expectation	Actual
Office Only	7.5	6.2
Remote Only	7.5	7.4
Hybrid	7.5	6.6

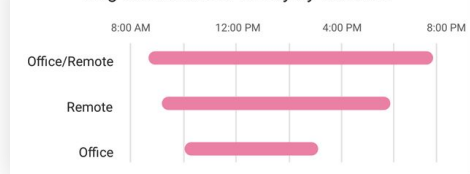
Location Breakdown



Productivity by Location



Avg Start and End of Day by Location



Slide generated from the following ActivTrak Report: Location Insights

# Impact of AI

- 72% of generative AI usage in organizations happens outside of IT's control, via personal accounts or non-approved tools.<sup>1</sup>
- 60% of desk workers' time is spent on low-value tasks like email, data entry and meetings.<sup>2</sup>
- 41% of employers plan to reduce headcount due to AI adoption by 2030.<sup>3</sup>

<sup>1</sup> CSO Online, 2025

<sup>2</sup> Slack, 2024

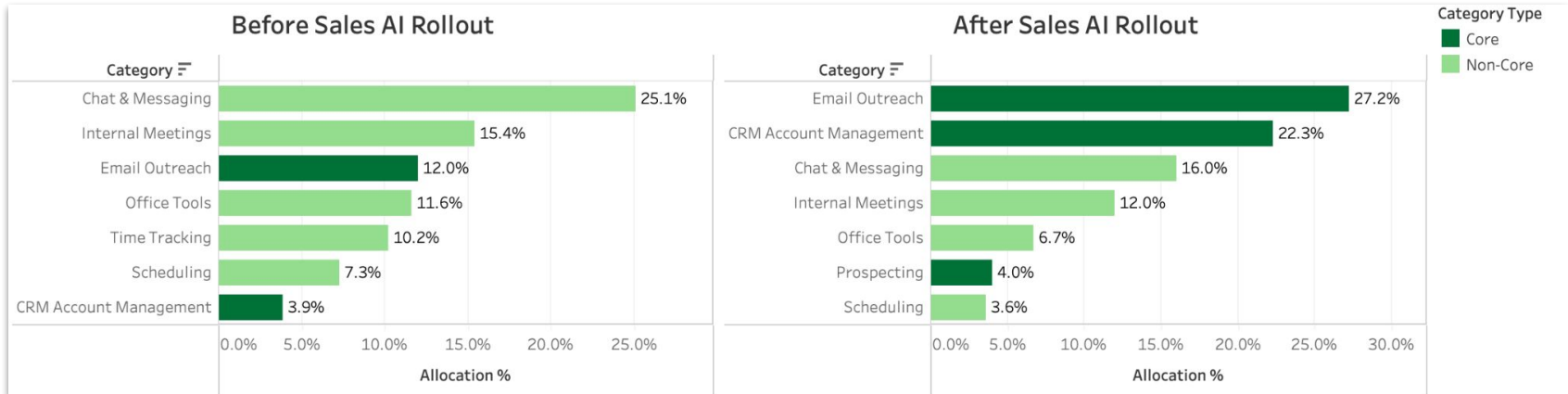
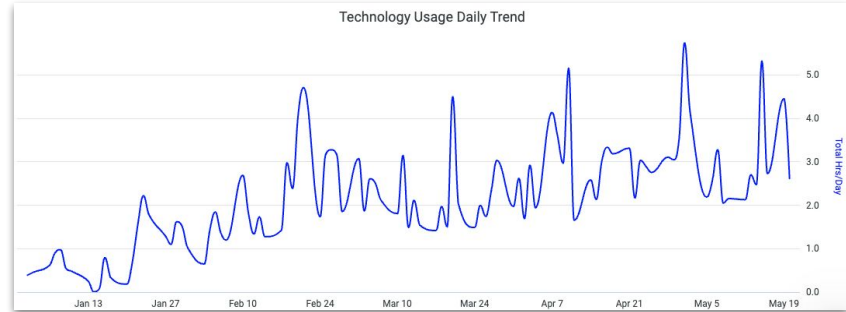
<sup>3</sup> World Economic Forum, Future of Jobs Report, 2025



# Impact of AI Investments Across the Business

<b>Tool</b>	Claude
<b>Team</b>	Sales
<b>Desired impact</b>	Increase time on customer outreach and account management Reduce time on internal collaboration & research
<b>Cost:</b>	\$1.2M
<b>Adoption</b>	+14%, (242 of 600 users)

← Productive Time    ↑ Focus Time    ↑ Core Activity Time



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about these reports and more**

[activtrak.com/demo-request](https://activtrak.com/demo-request)