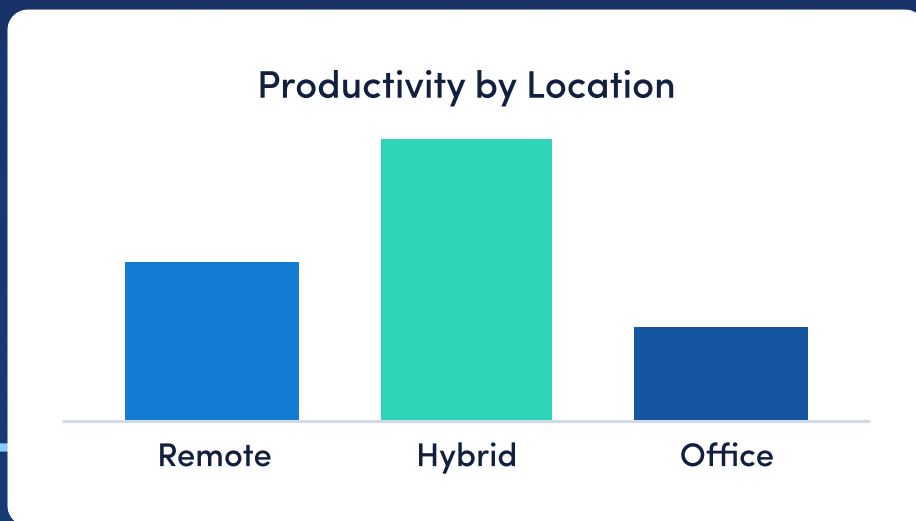












EBOOK

The Executive's Guide to Workforce Management

For remote, hybrid and fully in-office teams



User	Productive Hours	Remote	Hybrid	Office
 Paul	 34	10	18	6
Jack				
Linda				



Introduction

As a business leader, it's your job to ensure every workforce investment delivers measurable results.

But with teams distributed across remote, hybrid and in-office environments, maintaining visibility into how work actually happens — both online and off — is hard. And without reliable metrics, you face big risks. From overstaffing to low-value work, each miscalculation quietly eats into margins and slows growth.

That is, unless you have a clear, data-driven view of your workforce.

Most organizations already sit on a treasure trove of workforce data. The challenge is turning that data into insights you can trust and act on.

ActivTrak's workforce management software makes work measurable so you can identify inefficiencies, reduce waste and align labor costs to company goals. All without invasive monitoring.

This guide shows 5 ways to modernize workforce management with ActivTrak today — no matter where employees work.

What is modern workforce management?

Workforce management is your ticket to capturing millions in lost value by reducing labor waste — so why do [65% of companies](#) still see zero ROI from their people analytics investments? It all comes down to how you use the data.

True data-driven workforce management aligns the right people to the right responsibilities at the right times by answering:

- Which teams are overwhelmed and which have capacity?
- Is enough time spent on high-value work that drives results?
- How can we balance workloads more effectively?
- How do we sustain productivity across the organization?



Top 5 strategies to modernize workforce management

ActivTrak’s AI-driven features make this the perfect time to rethink your approach to workforce management. Start with these five proven strategies.

1 Measure productivity to understand employee needs

THE CHALLENGE

Most executives rely on surface signals like full calendars, long hours and constant chats to gauge team performance. But [research](#) shows companies lose \$11.2 million in productivity potential for every 1,000 employees annually.

The gap? Leaders lack visibility into how employees actually work — and how they work best.

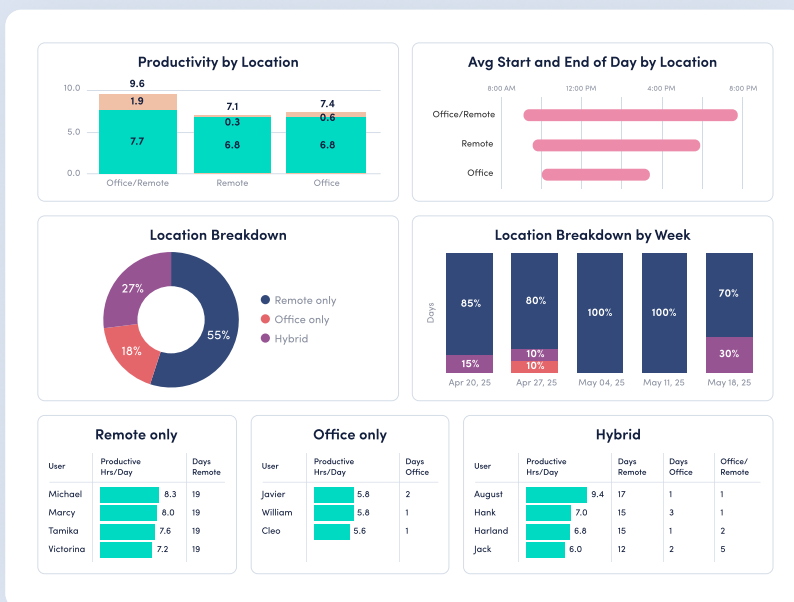
THE FIX

Measure work patterns with real-time dashboards and historical reports across locations, teams and schedules.

THE DATA

Productivity by Location

This report analyzes employee activities to compare remote, office and hybrid productivity. See which arrangements drive results for different teams — whether it's dedicated focus time at home or in-person collaboration at the office. Many organizations also use it to replace traditional office badging systems.





Use additional productivity reports to drill down even further:

Date	User	Location	First Activity	Last Activity	Productive	Unproductive	Undefined	Offline Meetings
08/01/2025	Michael	Remote	08:50:12 AM	02:07:56 PM	4h 11m 1s	7m 19s	25m 56s	14m 20s
08/01/2025	Marcy	Remote	08:41:28 AM	04:25:12 PM	4h 25m 19s	25m 1s	1h 1m 26s	18m 40s
08/01/2025	Tamika	Remote	09:13:22 AM	03:59:03 PM	4h 18m 50s	30m 0s	1m 15s	0s
08/01/2025	Victorina	Office	08:59:08 AM	04:11:25 PM	4h 18m 50s	12m 22s	19m 20s	49m 50s
08/01/2025	Javier	Remote/Office	08:20:05 AM	03:47:20 PM	3h 41m 35s	16m 41s	30m 17s	1h 14m 20s
08/01/2025	Hank	Remote/Office	09:26:34 AM	04:39:31 PM	4h 10m 22s	21m 13s	5m 16s	25m 35s
08/01/2025	Daron	Remote/Office	08:50:12 AM	05:02:33 PM	4h 35m 10s	8m 36s	20m 18s	5m 20s

THE DATA

Daily Work Metrics

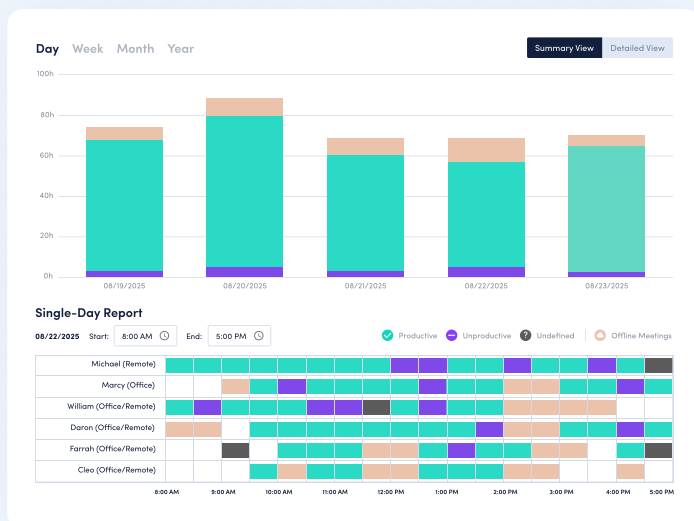
Provides a detailed breakdown of productive, unproductive, active and offline meeting times to show how employees spend their time.

THE DATA

Real-Time Visibility

Serves as a daily one-stop shop to see who's online, what apps and websites they use, activity levels for the day and more.

Sales	Management	CEO	Administrators
12 Online, 3 Offline, 1 Inactive 100% Group Productivity 5.6 Hours Average Including Passive	7 Online, 1 Offline, 0 Inactive 92% Group Productivity 5.3 Hours Average Including Passive	2 Online, 0 Offline, 0 Inactive 92% Group Productivity 5.3 Hours Average Including Passive	1 Online, 0 Offline, 0 Inactive 91% Group Productivity 5.1 Hours Average Including Passive
Top Users William: 100%, 6.2 hrs Daron: 96%, 6.0 hrs Veronica: 93%, 5.9 hrs	Top Users Hank: 100%, 6.2 hrs Tamika: 96%, 6.0 hrs August: 93%, 5.9 hrs	Top Users Cleo: 100%, 6.2 hrs Michael: 96%, 6.0 hrs N/A	Top Users Harland: 91%, 5.1 hrs N/A N/A
Communication Tools : 3.8 hrs Top Category: mail.google.com Top Activity: mail.google.com	Email : 4.2 hrs Top Category: docs.google.com Top Activity: docs.google.com	Email : 4.5 hrs Top Category: mail.google.com Top Activity: mail.google.com	Communication Tools : 3.2 hrs Top Category: Slack Top Activity: Slack
HR	Development	Remote	Engineers
2 Online, 0 Offline, 0 Inactive 88% Group Productivity 5.0 Hours Average Including Passive	8 Online, 2 Offline, 0 Inactive 87% Group Productivity 5.0 Hours Average Including Passive	13 Online, 3 Offline, 2 Inactive 85% Group Productivity 5.0 Hours Average Including Passive	3 Online, 0 Offline, 0 Inactive 83% Group Productivity 4.9 Hours Average Including Passive
Top Users Ruby: 92%, 6.2 hrs Maximo: 83%, 6.0 hrs N/A	Top Users Freeman: 93%, 6.2 hrs Kenya: 92%, 6.0 hrs Javier: 85%, 5.9 hrs	Top Users Victorina: 95%, 6.2 hrs Cleo: 93%, 6.0 hrs Veronica: 90%, 5.9 hrs	Top Users Salange: 97%, 6.2 hrs Hank: 95%, 6.0 hrs Daron: 92%, 5.9 hrs
Email : 4.0 hrs Top Category: mail.google.com Top Activity: mail.google.com	Development Tools : 3.3 hrs Top Category: docs.google.com Top Activity: docs.google.com	Communication Tools : 2.5 hrs Top Category: Zoom Top Activity: Zoom	Development Tools : 3.9 hrs Top Category: Slack Top Activity: Slack



THE DATA

Productivity Trends

Shows how much time teams spend on productive and unproductive activities in daily, weekly and monthly reports.



2

Establish a data-informed flexible work policy

THE CHALLENGE

Without data, early signs of burnout are easy to miss. By the time they surface in performance reviews or resignation letters, the damage is done.

The reason? Leaders lack the visibility to spot early warning signs — who's overworked, where schedule adherence breaks down and which policies create friction instead of flexibility.

THE FIX

Define who works where and when, then measure compliance and adjust policies to reduce burnout risk.

THE DATA

Schedule Adherence

This report replaces self-reporting and timesheets with accurate data on where and when employees work. See if your flexible work policy is effective — or if it's time to adapt. Late starts, early departures and extended breaks are often early warning signs of burnout and disengagement that warrant intervention.

User	Location	Productive (Scheduled Hours)	Time Off	Productive Hours Goal	Late Start (Scheduled Hours)	Early End (Scheduled Hour)
Tamika	Office	5h 46m	0m	5.5	5m	30m
Marcy	Office	5h 22m	0m	6.5		5m
Javier	Office	6h 21m	0m	6.5		1h 16m
Hank	Office	0m	8h 0m	6.5		
Michael	Office	0m	8h 0m	5.5		
William	Office	7h 36m	0m	7.5	32m	
Kenya	Remote	6h 48m	0m	6.5	32m	
Freeman	Remote	4h 57m	0m	5.5		
Veronica	Remote	6h 10m	0m	6.5	40m	
Farrah	Remote	6h 59m	0m	6.5		13m
Cleo	Remote	6h 12m	0m	6.5		42m

Not sure where to start?

Use our templates to customize your own flexible work policy:

Remote Work Policy Template

How To Use This Template

Many organizations embrace remote work as a way to provide additional flexibility to employees and adapt to shifting workforce needs and expectations. When offering remote work arrangements, it's important to establish clear expectations between individuals, managers and the organization to ensure the needs of all parties are met.

This template serves as a starting point for the development of your company's remote work policy. This is meant to be adapted to meet your company's unique needs and should be considered conceptual content for setting up your organization's remote work policy.

About ActivTrak

[Remote Work Policy Template](#)

Hybrid Work Policy Template

How To Use This Template

Many organizations consider hybrid work as a way to adapt to shifting workforce needs and expectations. When formalizing a hybrid operating model, it's important to establish clear expectations among individuals, managers and the organization to ensure the needs of all parties are met. This template serves as a starting point for the development of your company's hybrid work policy.

This is conceptual content and is meant to be customized to meet your company's unique needs. It is important to note that hybrid work looks different for every organization. The most common types of arrangements are:

- Policy is universal across the organization, with fixed days.
- Policy is flexible across teams, with decisions made between.
- Policy is variable across the organization, with decisions.

[Hybrid Work Policy Template](#)



3 Align activities to company goals

THE CHALLENGE

Busy isn't the same as productive. Digital distractions, unnecessary meetings and constant interruptions keep people in motion, but these activities rarely drive growth or help reach goals.

The problem? Leaders measure hours worked instead of value created – which tasks eat up time, where efforts miss the mark and what drains resources without delivering results.

THE FIX

Track which activities employees spend time on, not just how many hours they work.

THE DATA

Activity Alignment

This report shows how much time employees spend on activities that drive results and where to reduce time spent on low-value work. See which tools and workflows fuel success, then apply those findings in coaching sessions to help people work smarter.

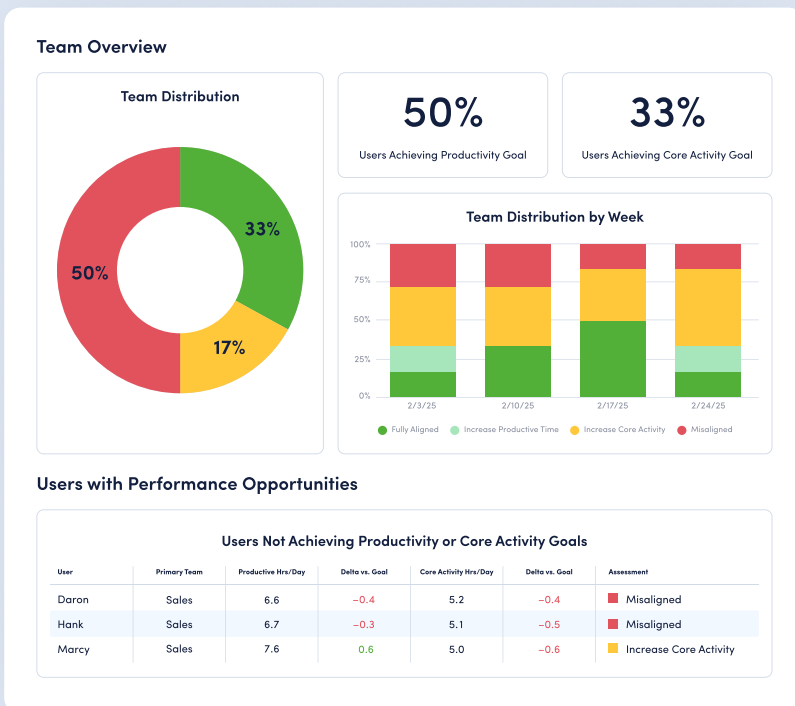


How one company maximized time on high-value work

When one ActivTrak customer discovered top performers spent 75% of their time on high-value work compared to just 48% for underperformers, the next step was clear. By shifting a portion of employee time away from low-value activities, the company freed people to focus on meaningful work that drives results.

Does your Activity Alignment report reveal similar discrepancies?

Try automating more manual tasks, cancelling unnecessary recurring meetings and simplifying complex workflows.





4 Uncover untapped capacity

THE CHALLENGE

When "we're underwater" drives hiring decisions without data to back them up, organizations often fall into damaging "hire and fire" cycles that cause stress, anxiety and low job satisfaction.

The problem? Leaders lack visibility into actual capacity — who's truly overworked, who could take on more and what's actually consuming work hours.

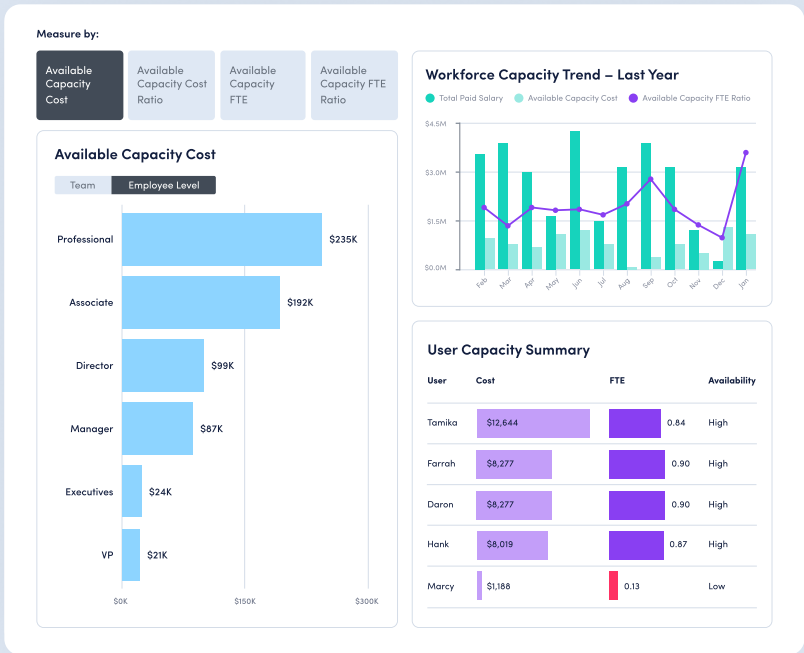
THE FIX

Analyze and redistribute workloads before adding headcount to prevent unnecessary costs and the reductions in force that tend to follow.

THE DATA

Headcount Planning

This dashboard shows who's overworked and who has extra bandwidth, allowing you to adjust workloads across teams and departments before adding headcount. See where capacity exists, then redistribute work to save hundreds of thousands to millions in annual hiring costs.



How one company saved \$5M+ in annual hiring costs

One enterprise customer analyzed time and activity data across 2,500 employees and found significant workload imbalances — some teams near burnout, others with extra bandwidth.

Reallocating work instead of adding headcount prevented nearly \$5.25 million in annualized costs while improving performance.



5 Embed workforce data into existing processes

THE CHALLENGE

Many leaders feel confident they know how work gets done – until the data tells a different story, exposing an expensive gap between perception and reality. The issue? Decisions rest on assumptions instead of evidence – how time is spent, where inefficiencies hide and which processes drain resources without driving results.

THE FIX

Close the gap by embedding workforce data into the systems you already use.

THE DATA

Integrations

Use ActivTrak's ActivConnect API to embed workforce data into BI tools like Power BI, Tableau and Looker Studio. Pre-built templates simplify analysis, making it easy to identify and correct issues across departments without starting from scratch.

Use ActivTrak integrations to replace gut instinct with real data

Instead of: Buying more Salesforce licenses because the new consultant team wants access...



Use technology utilization reports to recover and redistribute underused licenses you already pay for.

Instead of: Paying your vendor for a full eight-hour day when they only contributed five hours of active work...



Connect ActivTrak to your billing software to compare reported hours to actual activity data.

Instead of: Relying on self-reporting to pay out an employee for 28 days of unused PTO...



Integrate ActivTrak data to first identify an additional six days the employee took but didn't report.

Instead of: Manually inserting timesheets into your BI tool...



Connect your system to ActivTrak for centralized data.

[SEE HOW](#)



Reimagine workforce management with ActivTrak

Now more than ever, you need accurate data to guide workforce management decisions. Whether your teams work in-office, remotely or hybrid, there's no substitute for real-time and historical employee data.

ActivTrak helps more than 9,500 organizations increase ROI from dozens of daily, data-driven decisions — and we can do the same for you.

New to ActivTrak?

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and inspiring stories.

Uncover critical insights to fuel better, faster decisions

- **Productivity by Location**
Compare productivity across remote, office and hybrid locations.
- **Daily Work Metrics**
Get a detailed breakdown of various activities.
- **Real-Time Visibility**
See who's online and what apps they're using.
- **Productivity Trends**
View productivity by day, week and month.
- **Schedule Adherence**
Ensure teams work when and where expected.
- **Activity Alignment**
See how much time employees spend on low- vs high-value work.
- **Headcount Planning**
Uncover unused labor capacity and unbalanced workloads.