

Build Trust Through Transparency: The ActivTrak Approach

Successful organizations prioritize trust and transparency when selecting workforce analytics solutions, ensuring these principles are built into their chosen platform and support their culture. ActivTrak prioritizes productivity enhancement and employee well-being over monitoring — empowering managers and employees with real-time, actionable insights. Our privacy-first platform collects only relevant data like app usage metrics while avoiding invasive practices such as keystroke logging, email tracking or screen recording. According to ActivTrak’s Productivity Lab, this transparent approach leads to sustainable productivity gains and improved employee engagement.

Benefits of being transparent with ActivTrak

According to ActivTrak’s Productivity Lab, customers who communicate their ActivTrak usage see increased productivity by building a culture of trust.

Manager empowerment

Provide actionable, relevant and timely coaching guidance

+18% performance improvement

Employee trust

Empower individuals to be part of the conversation and solution

+20-30% productivity increase

Better results

Strengthen manager-employee partnerships with open communication

+60% likelihood of sustainable productivity

Trusted by industry leaders

“We love how ActivTrak gives us visibility into how our employees are spending their time while allowing us to be respectful of their privacy. It's the perfect balance.”

– *Head of Talent & HR, Retail*
(51-500 employees)

“Looking back, it's hard to think we considered doing it any other way. Being transparent at the onset though really allowed this to go so smoothly; we avoided the workforce misinterpreting any other ulterior motive.”

– *Chief HR & Infrastructure Officer, Media/Publishing*
(501+ employees)

Your partner in transparent deployment

All customers have access to ActivTrak Academy — full of valuable resources to ensure a successful, transparent deployment. We also offer custom services for those requiring more strategic guidance and personalized attention. Some examples include:

- Complete communication plan and templates
- Manager training resources
- Best practices guides
- FAQs for employee rollout
- Step-by-step deployment guidance



Ready to transform your productivity through a culture of transparency?

Contact your ActivTrak representative to learn more about our proven deployment approach.