

CASE STUDY

## Leading Healthcare Company Enhances Remote Work Success with Strategic Workforce Analytics

### Background

A leading healthcare company offering 24/7 virtual health services has implemented ActivTrak to support their remote workforce strategy. With several hundred employees distributed across the country, the company provides virtual health and counseling resources to hundreds of clients nationwide.

### Challenge: Supporting a Sustainable Remote Work Strategy

As a rapidly growing company with a primarily remote workforce, the organization faced several key challenges:

- **Continuing to offer remote work:** maintaining flexibility while ensuring productivity and accountability
- **Managing headcount efficiently:** optimizing existing resources before adding new positions, with headcount being their largest cost center
- **Balancing workloads across teams:** distributing work more effectively between team members
- **Making faster, more informed decisions:** responding quickly to workforce issues with better visibility

*“How do you manage a remote workforce without having a tool like this? In today's environment, we need better ways to understand how teams are working and where they might need support.”*

HR Executive





## Solution: A Transparent, Strategic Implementation

The organization implemented ActivTrak's workforce analytics platform with a carefully considered approach focused on transparency and strategic utilization:

- **Phased, transparent rollout:** limiting access to HR and IT teams while developing a thoughtful communication plan for the broader organization
- **Continuous improvement:** refining their approach quarter over quarter rather than treating implementation as a one-time event
- **Multi-tool approach:** positioning ActivTrak as one of several business tools used to measure performance and outcomes
- **Leadership alignment:** securing buy-in from executives by demonstrating the platform's value through specific use cases

## Key Use Cases

### Optimizing Headcount Investments

When a senior leader requested additional headcount for teams reporting heavy workloads, leadership used ActivTrak's workload balance report to assess actual capacity. The data revealed significant untapped bandwidth, allowing the company to redistribute work rather than add unnecessary positions.

### Enhancing Business Agility

In one instance, ActivTrak helped the company quickly address a situation where escalated support was inefficient overnight. When team members reported difficulty reaching escalated support during shift hours, ActivTrak data provided objective insights that helped resolve communication gaps.

This allowed for swift resolution rather than a lengthy performance management process via a remote work environment. Without having this tool, the company would not have identified this as quickly as they did.

### Supporting Data-Driven Leadership

As executives became more familiar with the ActivTrak's capabilities, they began using the insights to make more informed decisions about resource allocation and team performance.

One executive initially had reservations about implementing workforce analytics but changed perspective after seeing how the data illuminated team performance trends that weren't otherwise visible.

*"That workload balance report is an incredible tool to be able to benchmark and see the team's workload as a group. If we didn't have ActivTrak we may have added headcount we didn't really need. That's a win for our business because headcount is our biggest cost lever."*

HR Executive





This experience has convinced the leadership team to pursue a more interactive approach providing senior leaders increased visibility into ActivTrak data for their respective teams – and how data can reveal important workforce insights. “The tool allows you to really look at the efficiency of your teams,” explained their HR Executive.

## Results

The healthcare company's implementation of ActivTrak delivered measurable results across the organization:

- **Sustained remote work flexibility vs RTO:** provided the data needed to support their continuing remote work model
- **Cost optimization:** prevented unnecessary headcount additions by identifying and leveraging existing capacity
- **Data-driven culture:** established objective performance metrics that reduced reliance on subjective assessments
- **Improved resource allocation:** better balanced workloads between team members
- **Enhanced decision-making:** enabled faster, more informed workforce decisions based on actual engagement data

## Looking Ahead

The organization continues to refine its use of workforce analytics, with plans to:

- Expand access via scheduled reporting to senior leaders with appropriate training
- Explore integration possibilities to create a unified view of productivity data
- Align workforce analytics more closely with specific business objectives and outcomes
- Leverage insights to maintain their flexible remote work policy as a competitive advantage

## About ActivTrak

More than 9,500+ customers use ActivTrak's award-winning workforce analytics platform to set goals and benchmarks, track progress against results and optimize outcomes for success. Request your demo today.

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