

(Veriato)

Workforce Behavior Analytics

**A Proactive Approach to
Employee Monitoring**



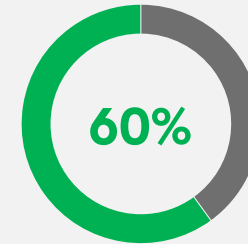
Introduction

As of 2022, 60% of companies use some kind of software to monitor employees. General productivity isn't the only justification for implementing employee monitoring. Now that 58% of office workers work from home at least one day a week, risk and threats are even more pronounced for companies, and managers find it harder to spot issues.

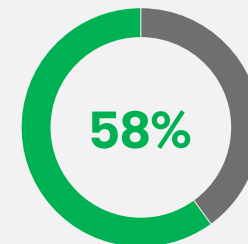
Workforce Behavior Analytics is a smart alternative to employee monitoring. Rather than simply watch for problems, Workforce Behavior Analytics delivers proactive insights that help executives, managers and HR leaders better understand their workforce.

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Why Employee Monitoring Falls Short

Software can support a distributed workforce - when it empowers everyone to work more productively and securely. Today, there are real issues with how employee monitoring has been used.

Employee monitoring is just what it sounds like - a passive collection of information about employee activity. This could include collecting

emails, website visits and noting idle time on a computer. Everyone is treated the same, there is little context to the reporting, and people start to “game the system” because they do not feel like they are being treated fairly.

There are a number of ways that employee monitoring comes up short:



Reactive information:

Employees are flagged only after something has gone wrong, which doesn't help companies catch issues before they become a problem.



Limited interaction:

Monitoring in the background doesn't foster conversations between managers and employees, which can hurt productivity rather than help it, cause higher turnover and less company loyalty.



Simplistic controls:

Monitoring that simply looks for activity like typing and moving a mouse only serve to have more employees game the system, rather than work more productively.



Lack of communication:

Companies have been called out for implementing technology without telling employees, treating employees as “guilty until proven innocent,” and using monitoring tactics that are invasive.

Smart companies are already making big changes to their approach, and not just to pacify naysayers. Rather than simply monitor for productivity and threats, companies can analyze what they see and proactively improve things - for everyone's benefit, including employees. This more insightful approach is called Workforce Behavior Analytics, and it's a better way to manage a distributed workforce.

What is Workforce Behavior Analytics?

Workforce Behavior Analytics (WBA) is software that provides highly customized and proactive employee insights to executives, managers and HR professionals.

WBA can be used to:



Spot productivity issues earlier and more accurately: With machine learning, WBA software doesn't just look for keystrokes or mouse jiggling, but understands real work patterns and behaviors to understand when there is a change.



Analyze language for negativity: Companies can better understand how people are feeling and what they are concerned about.



Improve processes: With more in-depth understanding, managers can spot potential roadblocks, such as a very time-consuming program that employees hate using.



Foster collaboration: Managers and leaders can use WBA reports to have more informed conversations with employees, potentially re-engaging a “quiet-quitter” or understanding more about why someone is accessing sensitive data.

How Does Workforce Behavior Analytics Work?

Companies need a more proactive approach to understanding their remote and hybrid workforce and working together with employees to increase productivity and keep companies and employees safe. Enter WBA, a more proactive, analytical approach to augmenting team management than employee monitoring. It increases insights and control and serves to support a distributed workforce for the long term.

Here's how it works:



Machine learning establishes benchmarks for typical activity.



Real-time alerts notify managers and leaders when significant deviations from the baseline occur .



Automatically generated risk scores help manage each employee based on their access level, activity and behaviors.



Psycholinguistic analysis and sentiments expressed in emails and other communication triggers notifications .



Digital records of activity and data access are created to show compliance, run audits and conduct investigations when necessary.



Workforce Behavior Analytics Proactively Supports Organizations and Employees

The benefits of workforce behavior analytics can be substantial. Workforce behavior analytics helps companies do more than simply improve productivity. If a company is transparent about their use of analytics to better understand their workforce, it can create a positive culture that enables people to work remotely or with a more flexible schedule while also keeping the company safe.

While there is a need for more oversight when people work remotely, simply monitoring employees is not the ideal approach. Poorly managed monitoring can create a culture of distrust, and serve to demotivate employees - the opposite of what it's intended to do. It also provides little insight for companies, so it's hard for them to know why someone might be unproductive or what to do about it. With workforce behavior analytics, activity is put into context and managers are in a position to work with employees to improve productivity and solve issues, creating a healthier, happier, and more productive work environment.



Understand the “new normal”:

Workforce behavior analytics gives companies a baseline understanding of overall productivity, sentiment and general risk and compliance, which can create a better perspective for managers. Not only can companies tackle any obvious issues that they find, it gives them an understanding of what’s “normal” so that abnormal activity becomes easier to spot and problems can be managed thoughtfully.



Get ahead of issues:

Once a baseline is established, companies can flag activity that falls outside of the norm. Perhaps someone becomes less productive, or starts accessing sensitive data more frequently. More than anything, these early signs allow managers and HR to reach out and talk to employees. So much the better if an issue can be resolved and an unhappy or unproductive worker can be motivated. And if someone is unhappy, a frank conversation earlier in the process can put the company on the alert.



Improve productivity and morale:

Best of all, creating a program of ongoing workforce behavior analytics brings positivity to the entire organization. By spotting issues and resolving them quickly and reaching out to employees that show signs of concern, companies have the ability to reduce overall turnover and build a better culture in a hybrid or distributed work environment.



About Veriato

Veriato is the leading provider of workforce behavior analytics, helping businesses monitor and analyze on-site, remote or hybrid workforce activity to boost productivity and keep sensitive data secure. Veriato is the partner of choice to deliver unmatched insights to help companies thrive in today's complex work environment, especially in industries

where sensitive data and IP is at stake. With powerful analytics that work across networks, in the cloud, and on-premise, companies gain complete visibility and understanding, ensuring maximum productivity and minimum risk.

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To see a demo or speak to sales, please contact sales@veriato.com

