Time Doctor

eBook

2026 Productivity & Engagement Benchmarks

Insights from 260,000+ employees across 12,000 companies, powered by Time Doctor's Benchmarks AI

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The Big Questions Every Leader Should Be Asking

Business leaders are feeling the pressure to perform. Faced with global uncertainty, shaky markets, and rapid technological changes, **77% of executives are pursuing cost efficiencies and 42% aim to increase output.** Employee engagement is also falling at rates not seen since the start of COVID.

This has leaders asking themselves: "Is my team performing at their best? If not, what can I do to improve performance without risking burnout?"

Here's the question they should be asking first:
"Do I know what great performance looks like?"

Without benchmarks grounded in real data, it becomes difficult to:

- Accurately assess performance
- Identify gaps and opportunities
- Communicate value to clients and stakeholders
- Build effective performance strategies
- Encourage and reward standout performers

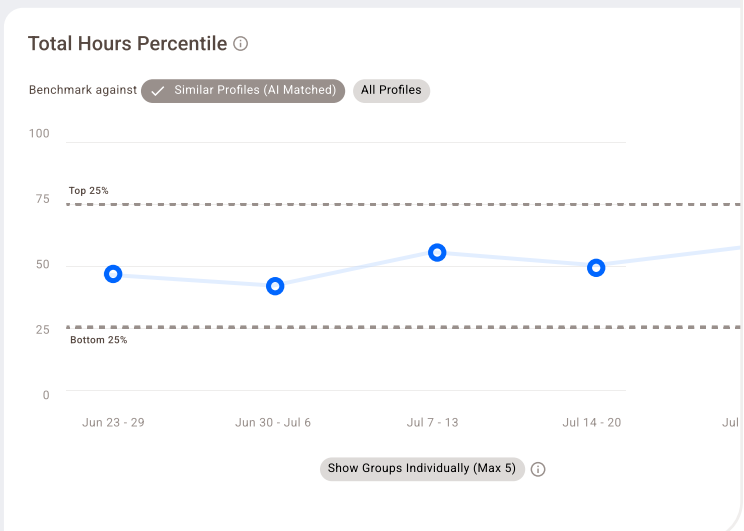
Why this matters now

As per a Gartner study, **48% of CEOs** want to improve how they communicate value to stakeholders, clients, and customers. They can't do that without accurate team performance data, benchmarked against competitors and contemporaries.

This gap is beginning to close.

As organizations adopt more data-driven ways of understanding work, leaders gain clearer visibility into how teams perform and how those patterns compare across roles and companies.

This helps move beyond assumptions and build performance strategies grounded in real activity data.



Executive Summary: The State of Work in 2026

The problem

Employee engagement fell to 21% in 2024[1] – the sharpest decline since 2020 – costing the global economy $438 billion in lost productivity.

[1]Source: Gallup, State of the Global Workplace (latest release).

Meanwhile...

76% of business leaders say AI increases their need to be data-driven

66% say their data is incomplete

64% worry it's inaccurate

41% say data isn't relevant to business goals

The Result?

Leaders are managing by gut feel at a time when precision matters most, performance is under tight scrutiny, and people are feeling burnt out.

The benchmarks breakthrough

We analyzed real behavioral data from **the benchmark dataset** across 12,000+ companies in 33 countries and discovered that "good" looks different for every role.

What we found

Performance isn't universal. It's role-specific.

There is no universal definition of high performance. The behaviors that drive exceptional outcomes for Finance teams would burn out Marketing. The work rhythms that make Support thrive would stall Sales. The AI adoption patterns that accelerate IT would overwhelm HR.

Our Methodology

We analyzed data from:

260,000+
users

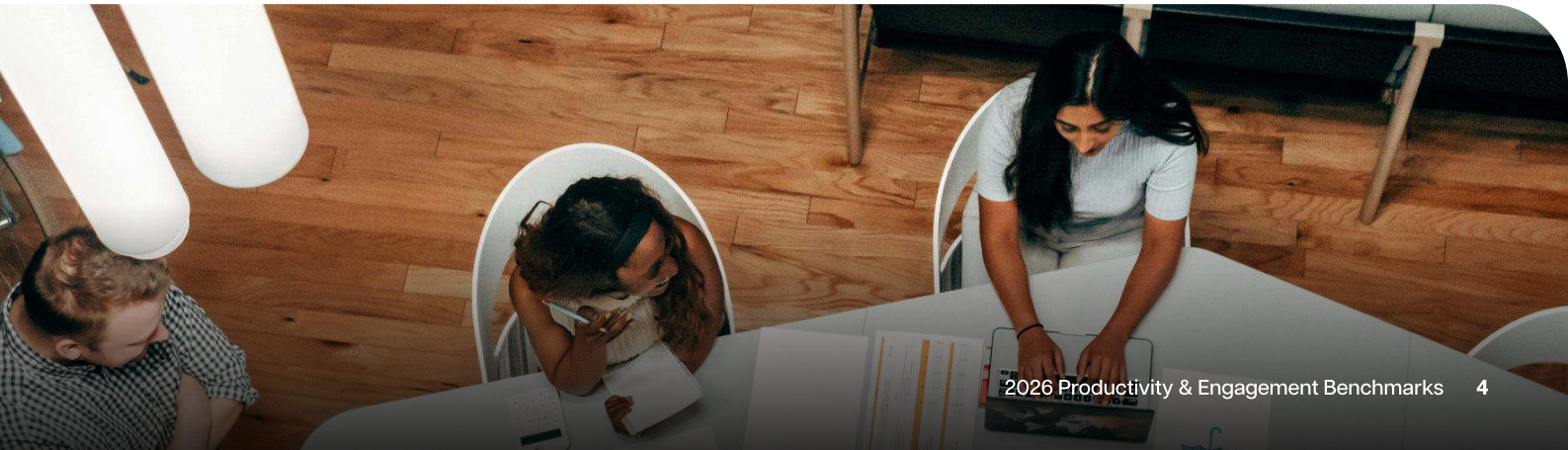
33
countries

12,000+
companies

Actual behavior, not self-reported surveys:

- App usage patterns
- Collaboration rhythms
- AI tool adoption
- Break patterns
- Idle time signals
- Productivity consistency

By using AI-matched peer groups and real tool usage rather than job titles or surveys, we reveal the habits and patterns that drive exceptional outcomes.



How to read this report

Productive and Unproductive Time

Based on how an organization classifies apps and websites (e.g. Salesforce marked productive for Sales, Facebook marked productive for Marketing and unproductive for others). Each company and team determines how apps are classified.

Idle Time (as Share of Active Time)

No keyboard or mouse activity is detected. Idle doesn't always mean downtime. They might be in a meeting, on a call, or doing paper-based work.

AI Tool Usage

Time spent in dedicated AI tools such as ChatGPT, Gemini, or Claude.

Collaboration Tool Usage

Time on platforms like Slack, Teams, or Zoom.

Breaks

Structured downtime logged during the day.

Conventional Wisdom = Outdated Thinking

Myth: Top performers work the longest hours

Reality

Top performers in Customer Support and Sales track similar hours (~41 hours). It's how they structure those hours that drives results, not the quantity.

Myth: Higher productivity percentage is always better

Reality

Finance teams hit higher median productivity rates than Marketing - but both perform well. Marketing's creative exploration isn't "unproductive". It's essential.

Myth: Breaks reduce productivity

Reality

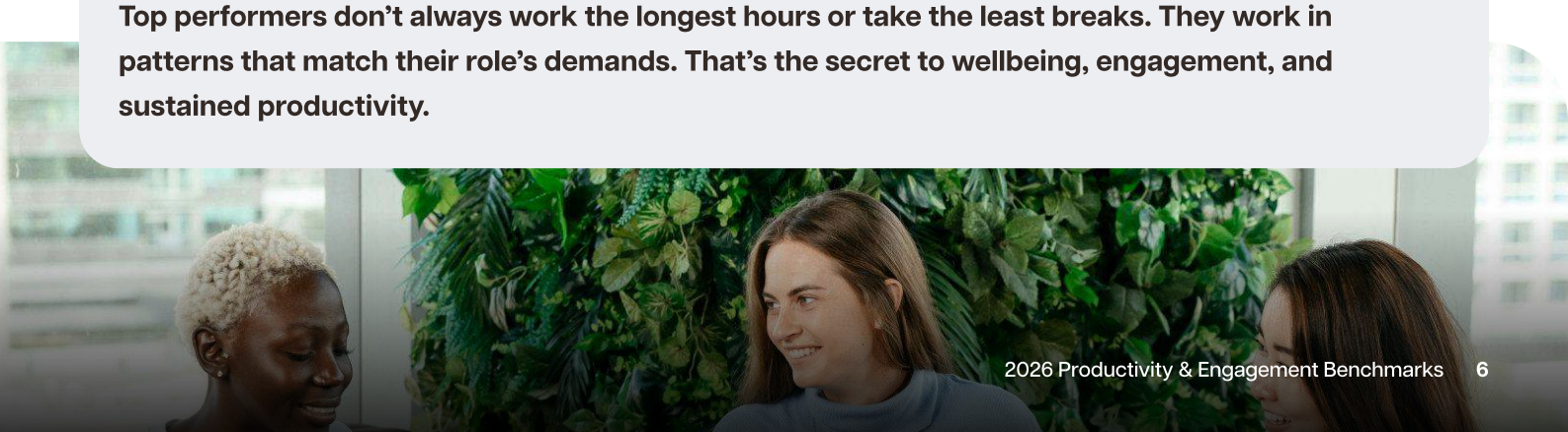
Customer Support teams take more breaks yet show the lowest unproductive time of any role. Structured recovery sustains engagement.

Myth: Everyone should adopt AI at the same rate

Reality

AI fit matters more than AI frequency. IT teams use AI tools more than Finance but less than Marketing - because that's the job.

Top performers don't always work the longest hours or take the least breaks. They work in patterns that match their role's demands. That's the secret to wellbeing, engagement, and sustained productivity.



Role-Specific Insights Overview

Different roles thrive with different work patterns. When we examined employee behavior across industries and regions, five distinct role-based patterns stood out:

- Marketing
- Finance
- Operations
- Customer Support
- Sales

Marketing

Pioneering AI adoption

Marketers are the most enthusiastic AI adopters outside of technical roles, experimenting with emerging tools to find efficiencies and reclaim creative time.

11.6%
AI adoption
Top performers (top 10%)

82.3%
Productive time
Typical (median)

Leading AI adoption
Top 10% use AI tools 11.6% of their time

Lowest productive time
82.3% vs Finance's 89.9%

Critical gap
Average break time: 2.8 min/day vs 5.5 min/day (top 10%)

Business impact:

Early AI experimentation without recovery creates unsustainable sprints

Quick coaching win:

Increase daily recovery time toward a more sustainable range around 20–40 minutes per day, including lunch and 2–3 short reset breaks.

Finance

Sets the Standard for Focus

Finance teams demonstrate discipline that sets a good example, with consistently high productive time and very low idle time.

89.9%
Productive time
Typical (median)

3.1%
AI adoption
Top performers (top 10%)

High productive time
89.9% median productivity
(rises to 98.2% for the top 10%)

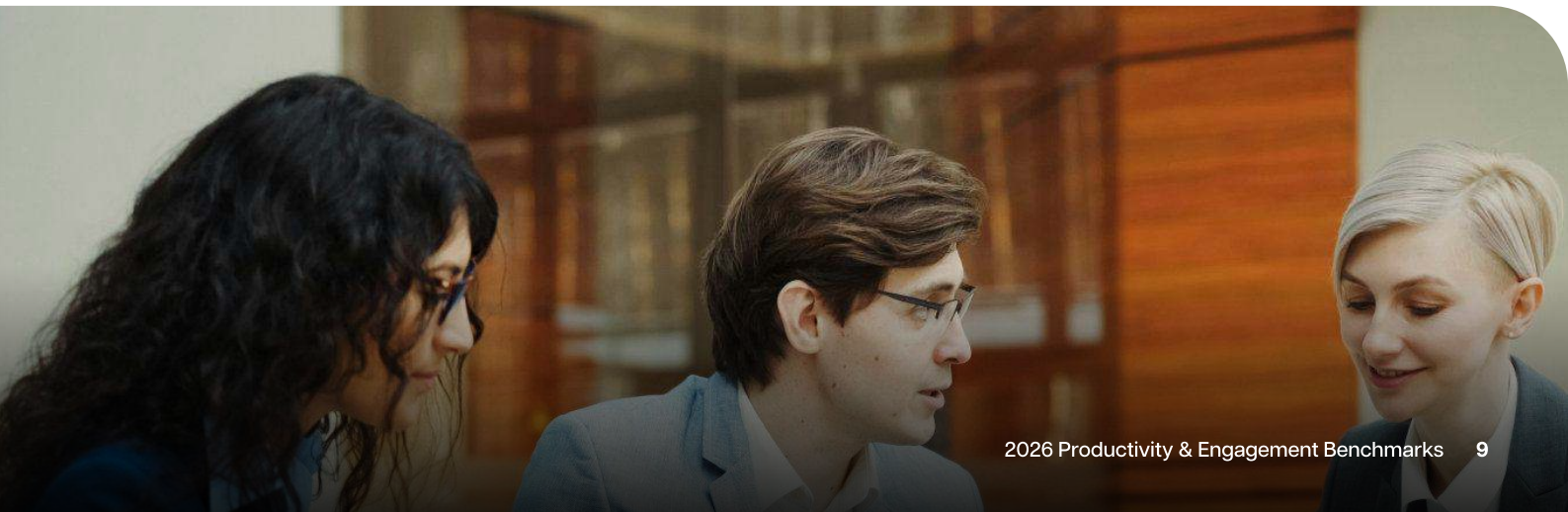
Low AI usage
Top 10% use AI just 3.1% of their time, with a median of 0.1%

Business impact:

Selective AI adoption could harness untapped potential

Quick coaching win:

Look for repetitive, rules-based tasks that are ripe for automation



Operations

Demonstrates Unmatched Commitment

Operations are the engine of productivity. But are their long hours a burnout risk?

51
Hours tracked/week
Top performers (top 10%)

0.49%
AI adoption
Typical (median)

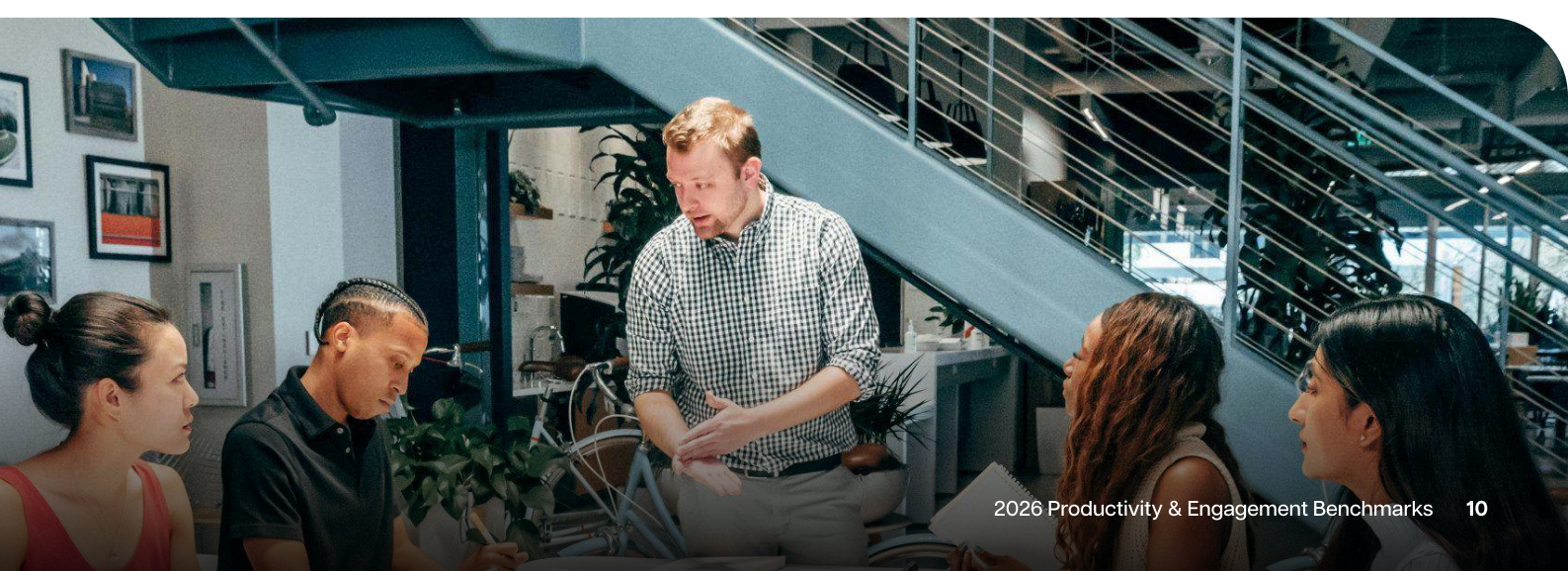
- **Long hours**
  Top 10% track 51 hours, with a median of 39.1
- **Low AI adoption**
  Top 10% use AI just 6.41% of their time with a median 0.49%

Business impact:

Sustained productivity depends on balancing intense hours with targeted recovery.

Quick coaching win:

Help Ops people develop recovery strategies to keep burnout at bay.



Customer Support

Makes a strong case for breaks as part of high performance

Support staff prove that downtime, done right, is essential for engagement and resilience.

56.4 min/day
Breaks
Top performers (top 10%)

0.43%
Unproductive time
Typical (median)

Performance rhythm
Top 10% break for 56.4 minutes per day far exceeding typical break durations across the benchmark group.

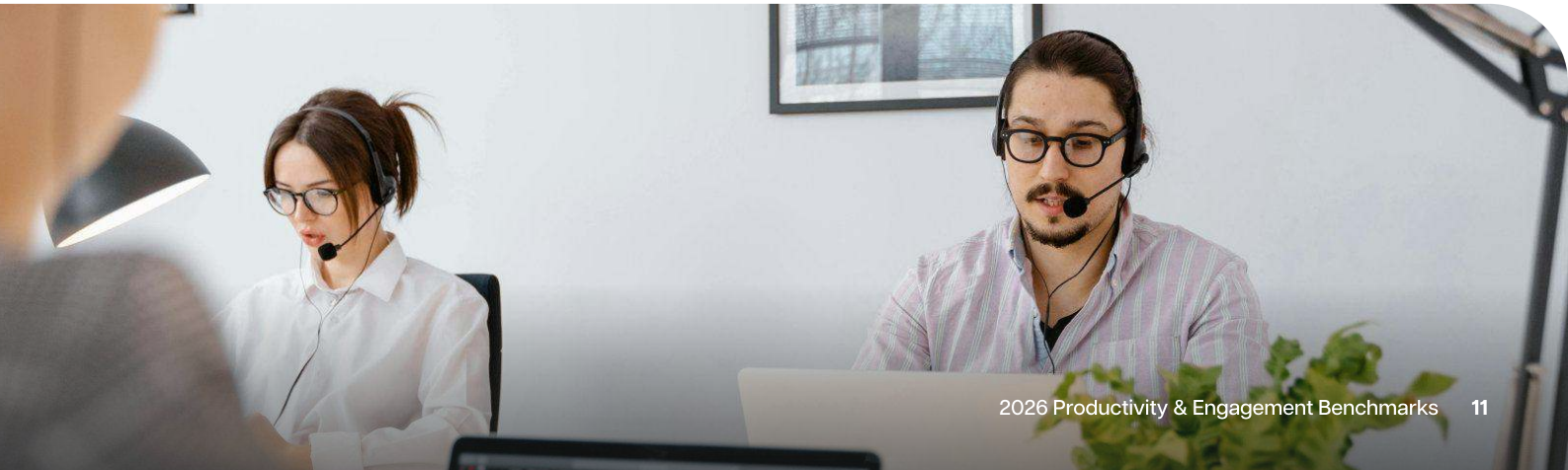
Strong focus levels
0.43% median unproductive time signals high engagement

Business impact:

Structured recovery boosts engagement and prevents burnout

Quick coaching win:

Make breaks an essential part of every day to boost productivity



Sales

Thrives on Collaboration

Sales and Business Development spend a lot of time on communication tools and in meetings. Are there opportunities to streamline processes so they have more face time with customers?

59.4%
Time in collaboration tools
Top performers (top 10%)

63.4%
Idle time
Typical (median)

Collaborators
Top performers spend 59.4% of their time in collaboration tools

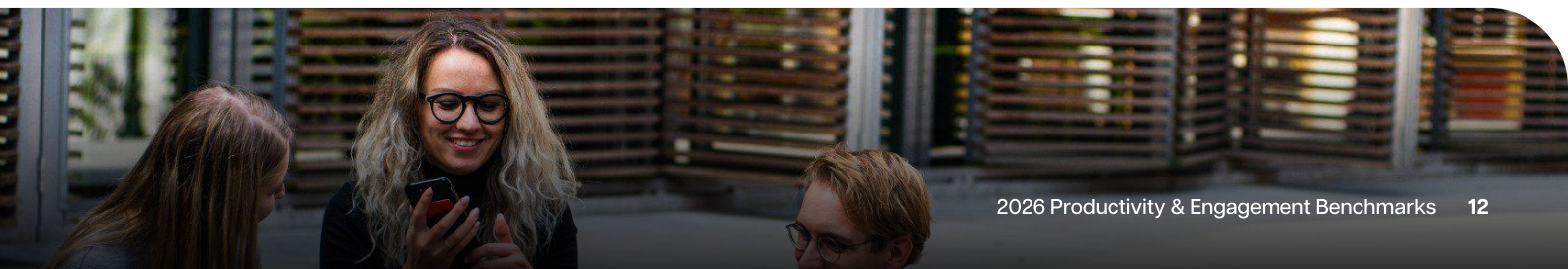
High idle time
Sales and Business Development track a median 36 hours with 63.4% idle time (83.5% for the top 10%)

Business impact:

Long hours, strong collaboration and high idle time suggests opportunities for process optimization

Quick coaching win:

High idle time (no keyboard or mouse activity detected) suggests Sales and BD spend a lot of time in meetings and calls. Look for process improvement opportunities that reduce 'meetings about meetings' to give them more selling time.



The patterns that matter

Top performers aren't working harder. They're working smarter:

- **Marketing's** top 10% use AI 10x more than median performers
- **Support's** structured breaks prevent burnout while maintaining quality
- **Finance's** focus discipline shows that consistency beats intensity
- **Sales'** idle time proves that not all work happens with a keyboard and mouse

The bottom line? Without benchmarks, you're optimizing blind. With them, you understand the performance differences in each role, and coach with confidence.

Role-by-Role Detailed Insights

- Marketing
- Finance
- IT & Engineering
- Operations
- Human Resources & Recruitment
- Customer Support
- Sales & Business Development

Marketing

Early AI Pioneers

Strengths

Highest AI adoption among non-technical roles: 1.09% is the median share of time spent in AI tools, and for the top 10% it rises to 11.62%.

Consistent work rhythm: 34.4 hours per week is the median amount of time Marketing professionals track.

Balanced collaboration: 11.65% is the median share of time spent using collaboration tools.

Risks

Low productive time: 82.26% is the median share of time classified as productive.

High unproductive time: 1.06% is the median share of time spent in apps or sites marked unproductive.

Very short recovery time: The top 10% take an average of just 5.5 minutes of tracked breaks per day.

The Opportunity

Marketing's AI literacy positions organizations to stay competitive as content demands accelerate. Teams using AI for ideation, copywriting, and analysis reclaim 6-12 hours/week for strategic work.

The Trap

Low downtime + experimentation without guardrails = exhausted teams chasing shiny objects. Leaders need to guide and support Marketing to find productive AI tools.

Performance Alignment Check

Productive time <80%

When focus time drops below 80%, it often means attention is drifting into non-essential digital activity – a cue to reset priorities and reduce noise.

AI usage <1% OR >15%

Very low AI use signals missed efficiencies, while very high use suggests tool-hopping or overreliance. Both require clearer guidance on which tools matter most.

Break time <5 min/day

Minimal breaks indicate that creatives are pushing too hard without recovery, which can quickly drain energy and output quality.

Unproductive time >2%

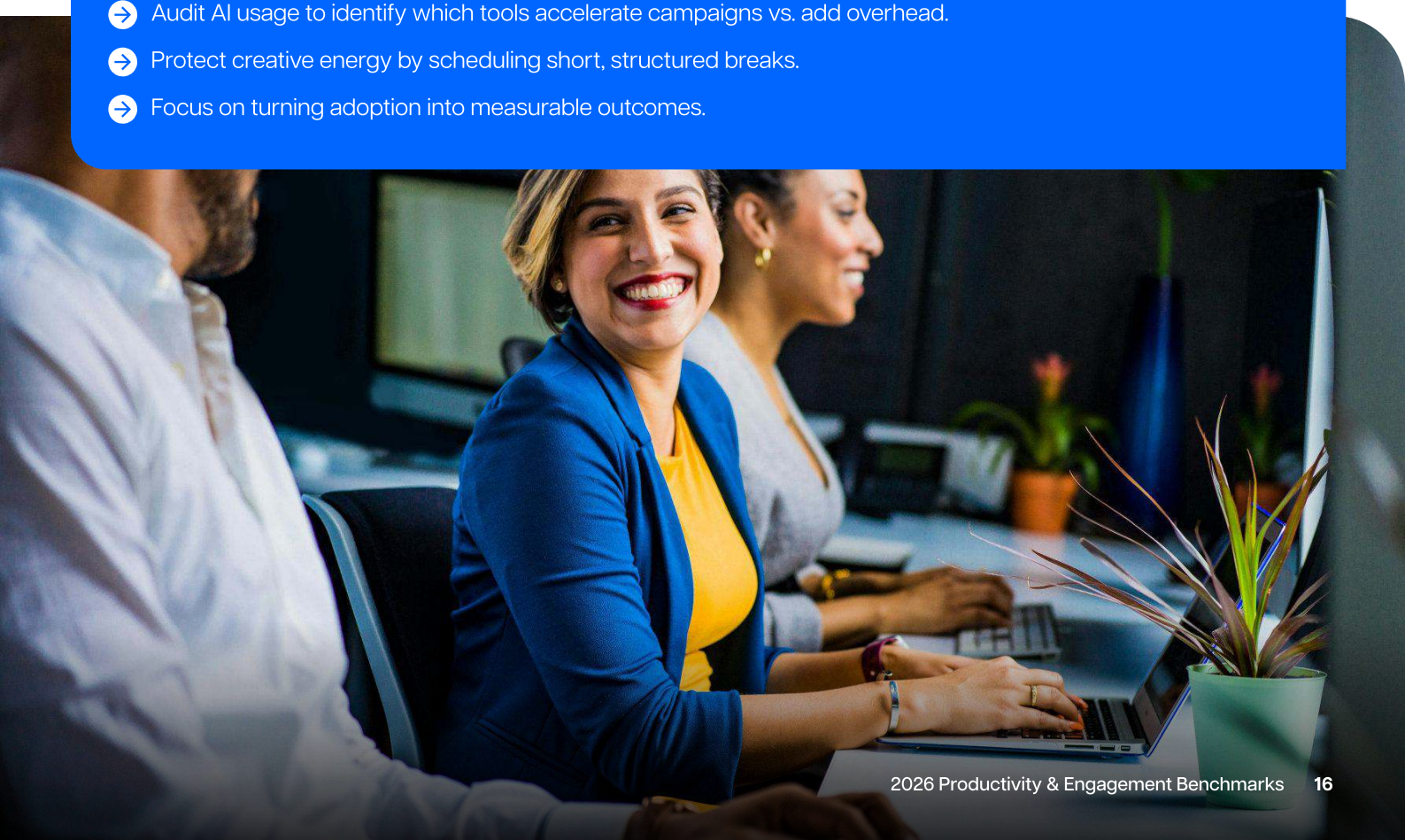
Higher unproductive time can suggest the boundaries between “research” and distraction are blurry. Setting clearer expectations can help to stay focused.

Wide variance in hours tracked

Large day-to-day swings suggest inconsistent engagement or uneven workloads that are worth investigating before burnout or disengagement appears.

Coaching Tips

- Audit AI usage to identify which tools accelerate campaigns vs. add overhead.
- Protect creative energy by scheduling short, structured breaks.
- Focus on turning adoption into measurable outcomes.



Finance

Steady Focus

Strengths

High productive time: 89.9% is the median share of time spent in productive tools and websites.

Consistent idle time: 24.8 minutes is the median amount of idle time detected per day.

Stable workflows with minimal variance: Finance teams show a narrow spread between top, median, and bottom performers, indicating predictable processes.

Risks

Low AI usage: 0.10% is the median share of time spent in AI tools, rising only to 3.11% for the top 10%.

Fewer tracked hours: 35.9 hours per week is the median amount of time Finance teams track.

Minimal break variation: Break patterns show very little fluctuation, suggesting quiet overwork or pressure to skip recovery.

The Opportunity

Finance professionals are highly disciplined, consistently hovering around 90% productive time. Even a modest increase in AI usage could unlock significant efficiency in repetitive, rules-based workflows like month-end close.

The Trap

High productive time and a low AI adoption rate of just 0.1% suggests that Finance could be overburdened by admin that can be automated. Of course, it's important to account for compliance risks when introducing AI.

Performance Alignment Check

AI adoption <0.5%

Low automation use indicates the team may be missing the automation wave and spending time on tasks that could be streamlined.

Tracked hours <35/week

Fewer hours can reflect disengagement or hidden overtime happening offline. Both deserve a deeper look.

Month-end close >5 days

Long close cycles point to inefficient core processes or time-consuming manual steps that slow the team down.

High productive time + low AI = overwork risk

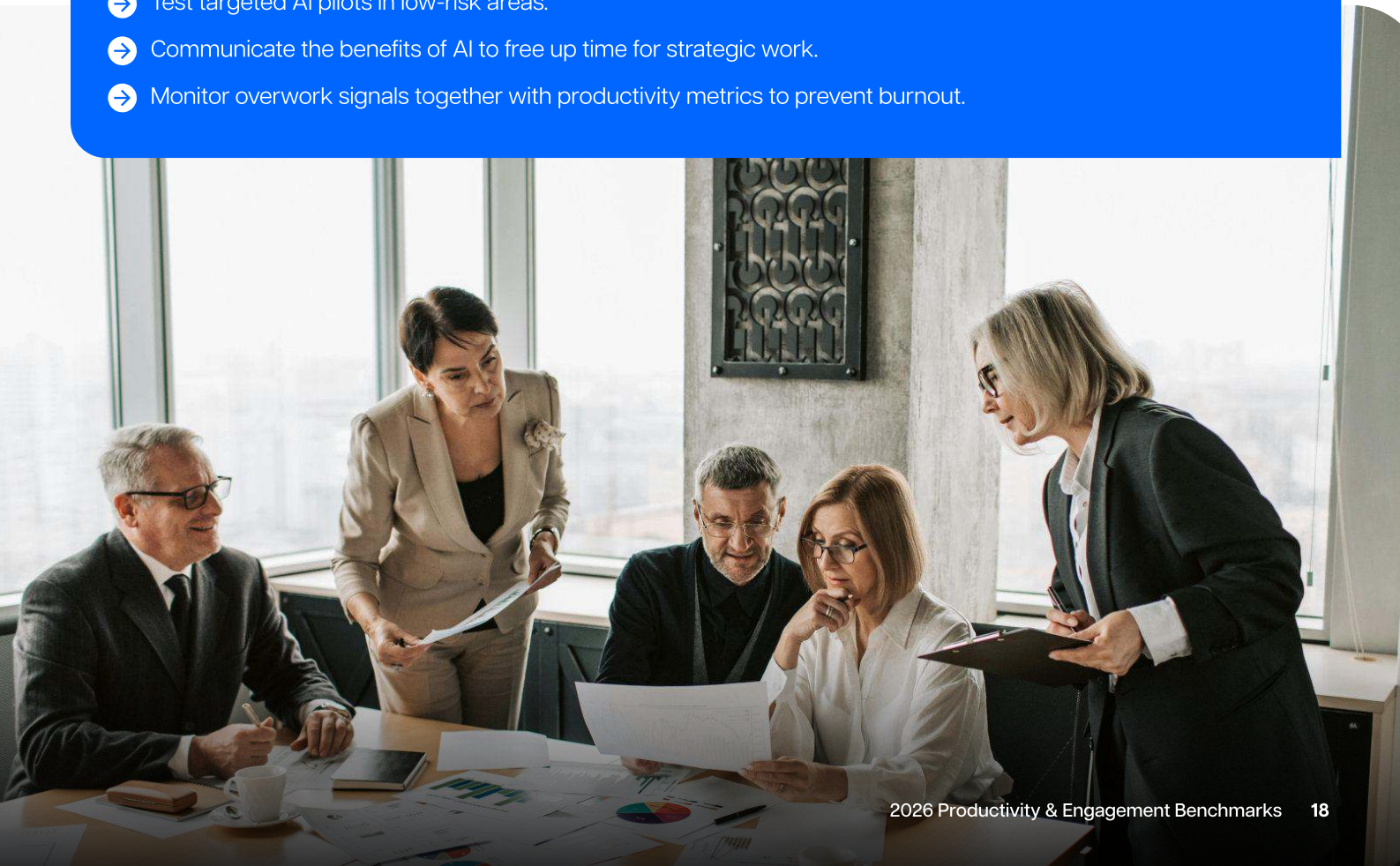
This combination suggests the team is keeping pace only through extra effort, which isn't sustainable long-term.

Zero break variance

No fluctuation in break time can indicate a "push through" culture that discourages healthy recovery habits.

Coaching Tips

- Test targeted AI pilots in low-risk areas.
- Communicate the benefits of AI to free up time for strategic work.
- Monitor overwork signals together with productivity metrics to prevent burnout.



IT & Engineering

AI Leaders, Low Collaboration

Strengths

High AI adoption: 1.35% is the median share of time spent in AI tools, increasing to 16.42% for the top 10%.

Healthy productive time: 83.18% is the median share of time classified as productive.

Very low unproductive time: 0.47% is the median share of time spent in unproductive apps or sites.

Risks

Low collaboration share: 11.9% is the median share of time in collaboration tools, rising to 45.4% for the top 10%.

Risk of knowledge silos: Low collaboration percentages suggest limited cross-team interaction, increasing the likelihood of siloed workflows.

The Opportunity

As healthy AI adopters with strong work ethics, Engineering and IT have valuable knowledge to share. Good leaders encourage collaboration, like structuring cross-departmental project teams or scheduling 'Lunch & Learn' sessions, to share the benefits of their knowledge – for example, with Marketing teams who are eager to adopt AI.

The Trap

Most Engineering and IT professionals spend less than 12% of their time in collaboration tools. Given the nature of their work, there's a real isolation risk. However, the top 10% spend over 45% of their time on collaborative work. There's potential for these top performers to set a good example – provided it's productive work.

Performance Alignment Check

<10% collaboration tool use

Very low collaboration time suggests isolation or poor cross-team alignment, which can slow delivery.

High idle time during core hours

Idle time spikes can help you find workflow delays or bottlenecks that are blocking progress.

Share of unproductive time >1%

For engineering roles, even small increases in unproductive time can signal distraction during key focus periods.

Unusual activity >2% of time

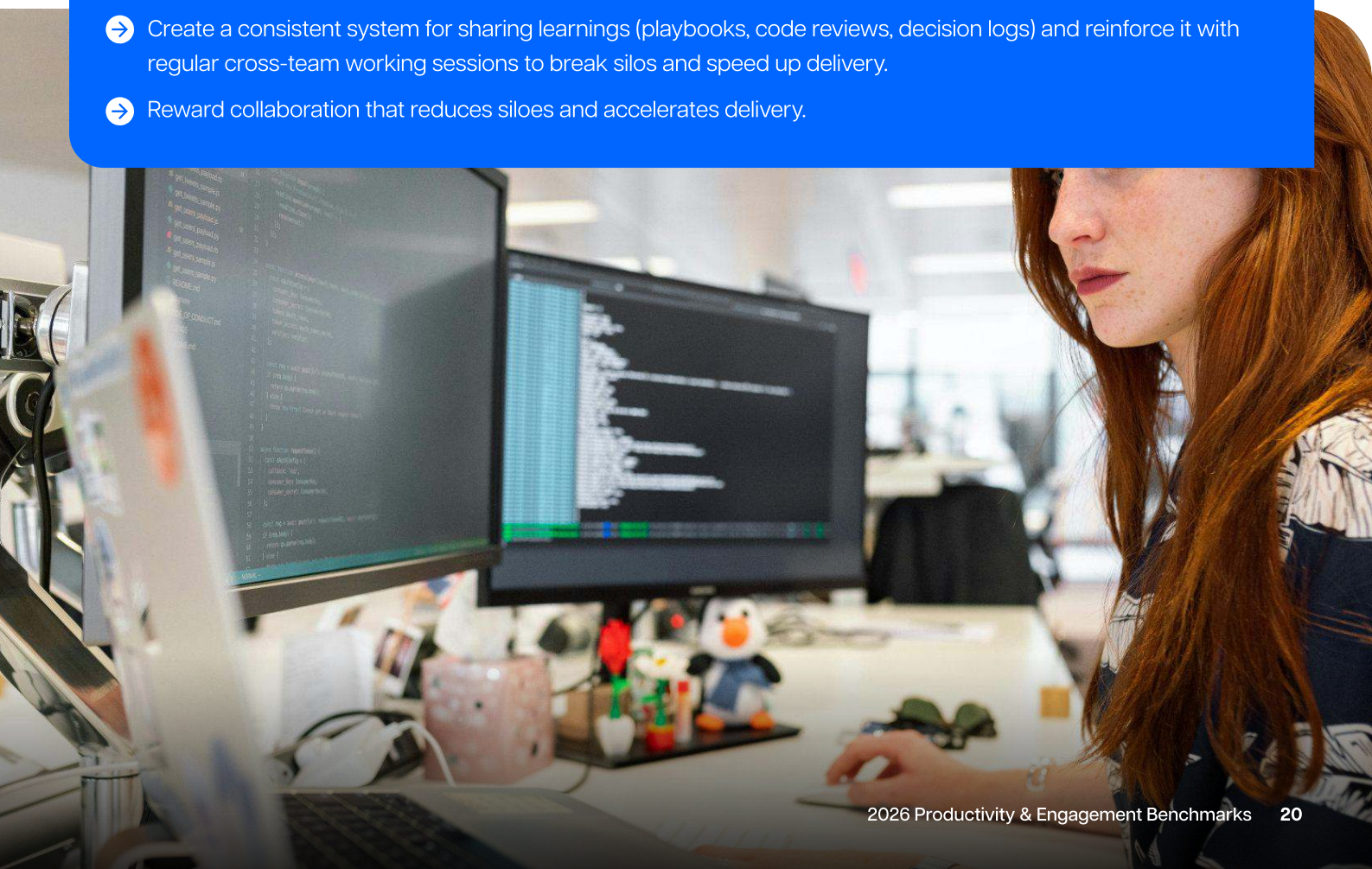
Irregular keyboard or mouse patterns reflect tool friction, fatigue, or inconsistent work rhythms.

No change in AI usage over time

Flat adoption suggests teams aren't exploring new tools that could speed up development work.

Coaching Tips

- Scale proven AI use cases (code completion, QA) across teams.
- Create a consistent system for sharing learnings (playbooks, code reviews, decision logs) and reinforce it with regular cross-team working sessions to break silos and speed up delivery.
- Reward collaboration that reduces siloes and accelerates delivery.



Operations

High Output, Burnout Risk

Strengths

Long hours tracked: 39.1 hours per week is the median tracked time, rising to 51.0 hours for the top 10%.

Strong productive time: 89.15% is the median share of time marked productive.

Healthy collaboration: 34.0% is the median share of time spent using collaboration tools.

Risks

Low AI adoption: 0.49% is the median share of time spent in AI tools, and for the top 10% it increases to only 6.41%.

High work intensity: Long tracked hours and high productive time indicate workloads that may be difficult to sustain without recovery.

Under-reported breaks: 8.16% unproductive time among the top 10% (and 0% for the bottom 10%) suggests breaks may not be logged consistently.

The Opportunity

Ops teams consistently put in long hours and deliver high output. With smart automation and structured recovery, output can be sustained without burning out the people who keep everything running.

The Trap

High-intensity work can quickly tip from a strength to a liability without structured breaks to recharge. Leaders must help their teams to pull back before they reach the tipping point into burnout.

Performance Alignment Check

Consistent >50-hour weeks

Regular 50+ hour weeks are one of the clearest signs of overload and should prompt a review of staffing or processes.

High productive time + low breaks

This combination shows people are pushing hard without recovery, which isn't sustainable.

<20% collaboration while working long hours

Low collaboration while working long hours may indicate teams are isolated or carrying tasks alone that should be shared.

AI usage <0.5%

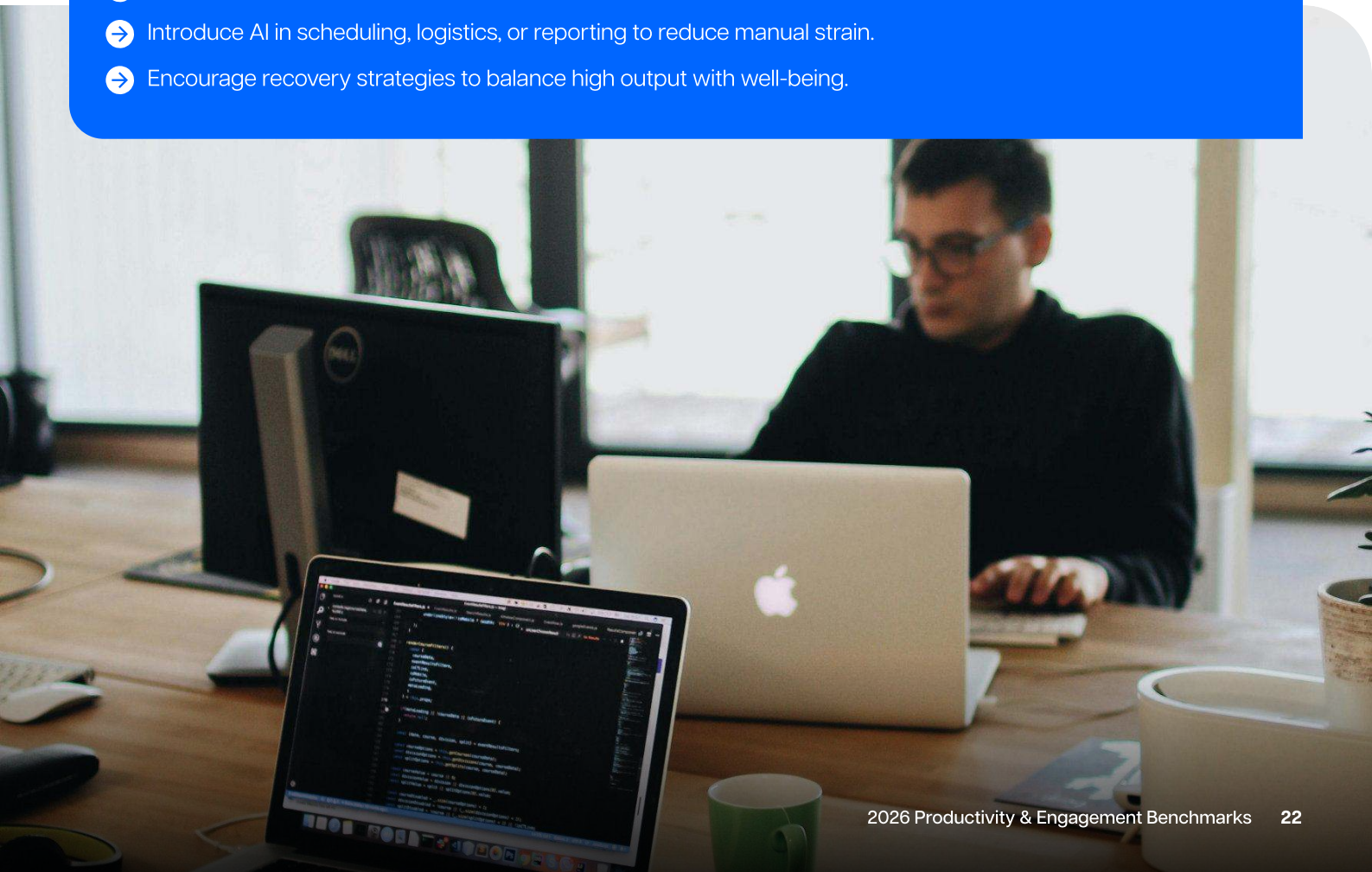
Low AI use suggests manual workflows haven't been streamlined, leaving efficiency gains on the table.

Unproductive time <1%

Very low unproductive time means there's no natural recovery buffer, raising burnout risk.

Coaching Tips

- Monitor workloads for burnout signals.
- Introduce AI in scheduling, logistics, or reporting to reduce manual strain.
- Encourage recovery strategies to balance high output with well-being.



Human Resources & Recruitment

Collaboration Heavy

Strengths

Highly collaborative: 37.9% is the median share of time spent on collaboration tools, and for the top 10% it reaches 74.2%.

Balanced productive time: 87.3% is the median share of time classified as productive.

Reasonable idle time flexibility: 29.5 minutes is the median amount of idle time detected per day.

Risks

Performance visibility gaps: Top HR performers log 46.8 tracked hours per week, yet much of their people-focused work happens outside digital tools. This can underrepresent true workload and impact. When leaders rely only on raw hours instead of benchmarks and share-of-time metrics, they risk misjudging performance or missing where support is needed.

Minimal AI usage: 0.56% is the median share of time spent in AI tools, increasing to 5.84% for the top 10%.

The Opportunity

HR's collaboration load isn't a surprise given their people-first responsibilities. Benchmarking against other HR teams enables leaders to distinguish between healthy collaboration and meeting overload.

The Trap

Heavy meeting loads could mean more context-switching, which can erode focus and risks fatigue. People-first roles need to be supported by back-end automations to reduce the admin load.

Performance Alignment Check

Collaboration >50% of tracked time

High collaboration is expected in HR roles, but if it consistently outweighs time in task completion tools, it may signal follow-through is being delayed.

AI usage <0.5%

Low AI use suggests HR is spending a lot of time on admin tasks that could be automated.

Idle time <15 minutes/day

Little to no idle time indicates a nonstop workload that leaves no space to reset between interactions.

Tracked hours <35/week

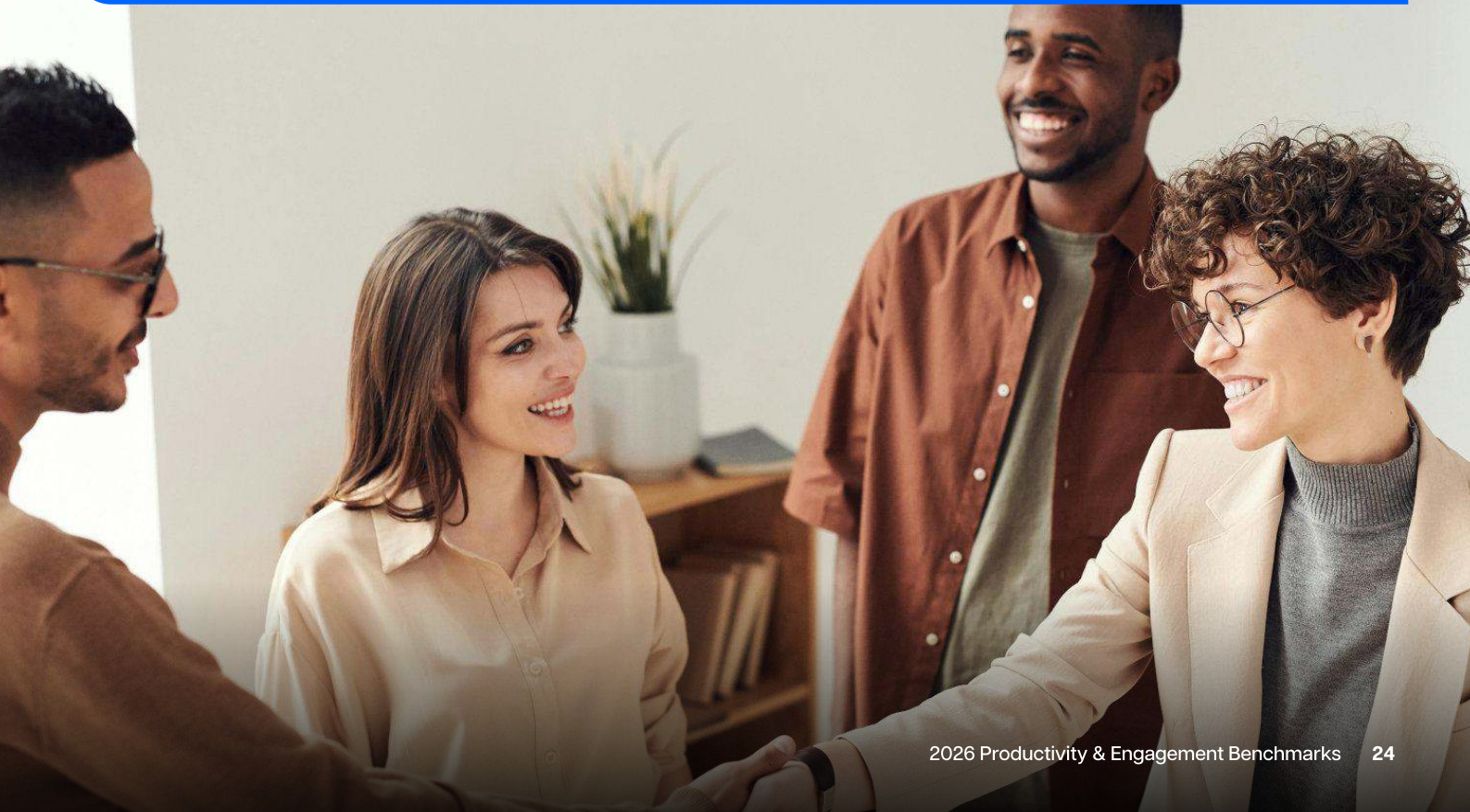
Fewer hours may point to uneven workload distribution, disengagement, or gaps in team coverage.

Unproductive time >2%

Higher unproductive time can reflect heavy context-switching that interrupts focus and momentum.

Coaching Tips

- Consider a meeting time cap to protect deep-work windows amid high collaboration.
- Pilot AI tools in admin-heavy tasks (resume screening, scheduling) to give recruiters more time for high-value conversations.
- Simplify workflows to reduce context switching and meeting fatigue.



Customer Support

Structured Breaks, Low Unproductive Time

Strengths

- **Structured Recovery Breaks:** Median break time is 12.5 minutes per day, while the top 10% take up to 56.4 minutes indicating that high performers may pace their recovery more intentionally to sustain focus across demanding support shifts.
- **Low unproductive time:** 0.43% is the median share of time spent in unproductive apps or sites.
- **High work coverage:** Even the bottom 10% track 15.9 hours per week, indicating consistent availability.

Risks

- **Minimal AI adoption:** 0.17% is the median share of time spent in AI tools.
- **Disengaged outliers:** The bottom 10% show spikes in unproductive time that suggest disengagement.
- **Moderate productivity overall:** 88.9% is the median productive time, indicating room for improvement through better workflow support.

The Opportunity

Work patterns among Support staff show that structured breaks sustain focus. This is a unique and often misunderstood metric. Structured breaks are part of a sustainable work rhythm that supports better service quality and employee well-being.

The Trap

Customer Support teams showed surprisingly low AI usage of just 5.5% for top performers and a 0.17% median. Teams that evolve slowly risk losing out to competitors using AI for triage.

Performance Alignment Check

<1% AI usage time

Low AI use suggests the team isn't taking advantage of tools that can speed up triage and resolution.

30+ hours per week with <10 min breaks per day

Long weeks paired with almost no breaks is a strong indicator of fatigue and rising burnout.

Frequent unproductive spikes

Sudden jumps in unproductive time could indicate uneven ticket loads or a pending burnout. The individual might be over capacity or underutilized – neither is good.

>30% collaboration tool usage + <80% productive time

Too much internal collaboration may be pulling attention away from resolving customer issues. It could be 'work about work' or focusing on the wrong things.

Idle time >45 min/day

Excess idle time points to underutilization or scheduling gaps that reduce overall service efficiency.

Coaching Tips

- Preserve (and defend) a restorative structured break culture.
- Pilot AI in ticket routing and knowledge lookup to reduce resolution times and maintain service quality.
- Monitor well-being signals using Time Doctor's Work-Life Balance reports and reinforce positive recovery habits.

Sales & Business Development

Idle Time Challenge

Strengths

Strong hours tracked: 36 hours per week is the median tracked time for sales teams.

Heavy collaboration: A high share of time is spent in collaboration tools, reflecting the client-facing nature of sales work.

High external engagement: The median “idle” time is 63.4% and the top 10% is 83.5%, indicating a large proportion of time spent in client meetings or calls.

Risks

Opportunity to increase selling impact: 83.12% of time is classified as productive at the median, with room to further prioritize revenue-generating activities.

Very low AI adoption: 0.11% is the median share of time spent in AI tools, pointing to untapped potential in leveraging sales-enablement technologies.

The Opportunity

Sales work patterns show a strong commitment to client engagement. The high "idle time" (63.4% median, 83.5% top 10%) likely reflects what sales professionals should be doing: having conversations.

The Trap

While some idle time reflects valuable client conversations, excessive idle time combined with low conversion rates may indicate process bottlenecks, such as waiting on quotes, contracts, or approvals that stall deals.

Performance Alignment Check

Idle time >70%

Very high idle time could mean processes are stalling due to slow lead flow, heavy approvals workflows, or tool gaps.

AI usage <0.5%

Limited AI adoption suggests reps aren't using tools that streamline research, outreach, and follow-ups.

<80% productive time

When productive time drops, it may indicate disengagement or distraction.

>40 hrs tracked + high idle

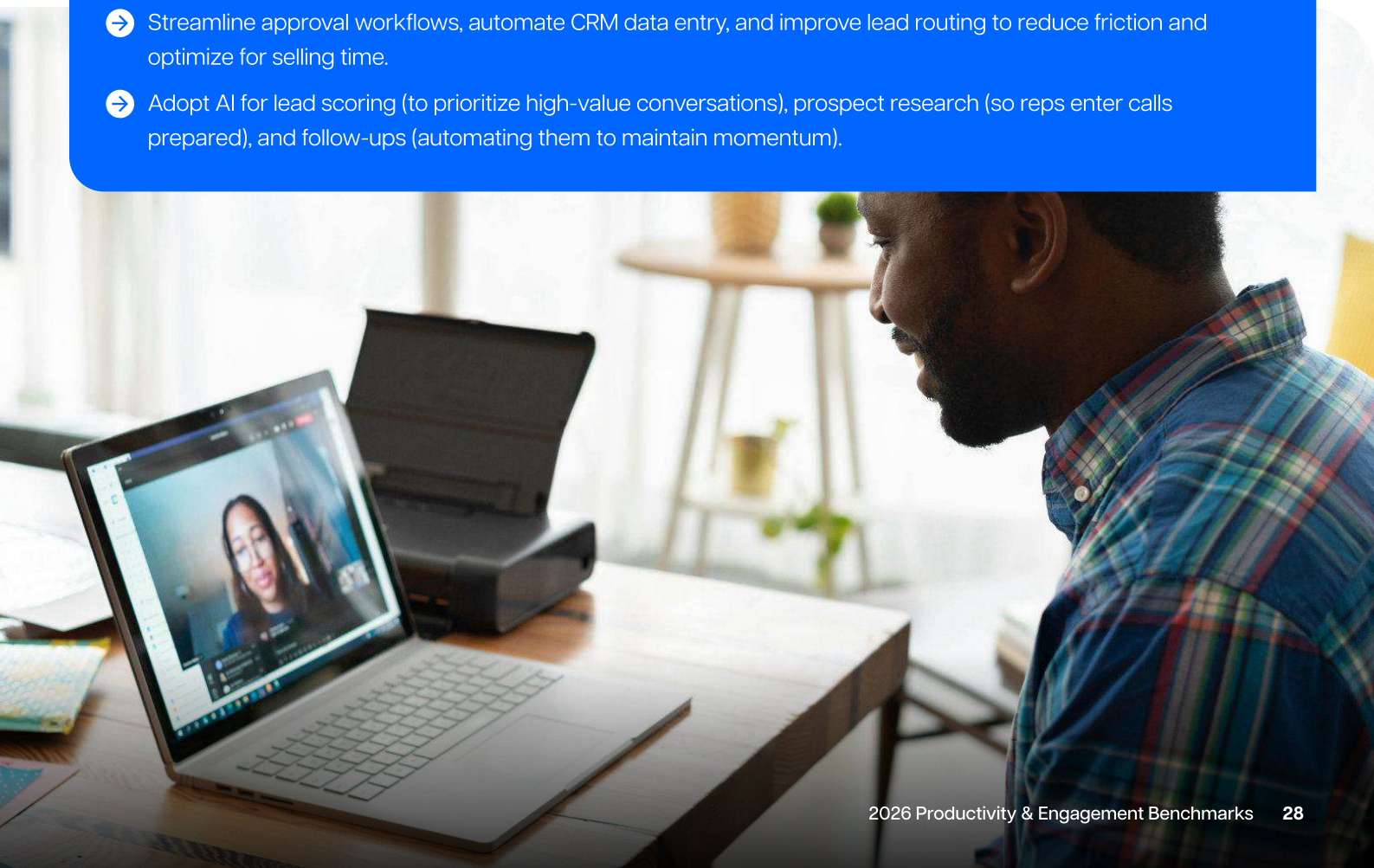
On the other side, working long hours but not progressing deals could indicate underlying process issues. Sales reps are swamped by busywork.

>30% collaboration with low conversion metrics

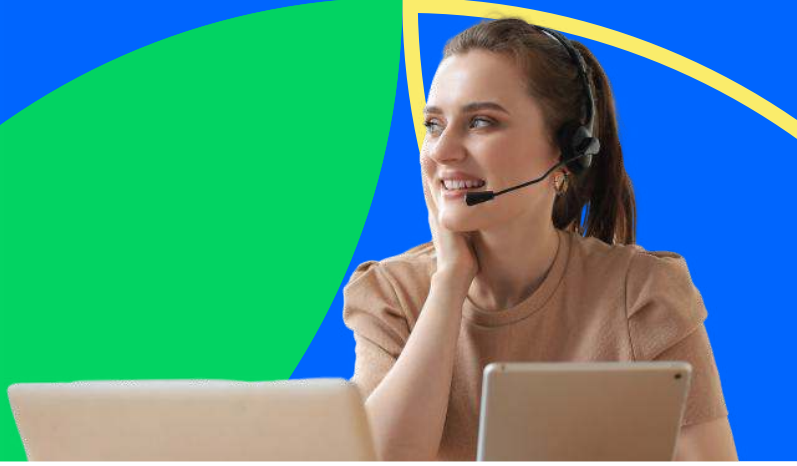
Lots of meetings without movement could show activity isn't translating into momentum – a cue to refocus on outcomes.

Coaching Tips

- Benchmark against peer sales teams and cross-reference with CRM activity to diagnose what idle time represents.
- Streamline approval workflows, automate CRM data entry, and improve lead routing to reduce friction and optimize for selling time.
- Adopt AI for lead scoring (to prioritize high-value conversations), prospect research (so reps enter calls prepared), and follow-ups (automating them to maintain momentum).



What This Means for Leaders



Data availability is no longer the issue it once was. The new challenge for proactive leaders is extracting actionable insights from that data. Early movers have the most to gain. There are two parts to this:

How are my people doing?

“Are we actually performing well?”

“What does good look like?”

Monitoring productivity data without benchmarks is like checking your speedometer without knowing the speed limit. Your people might be working faster or longer hours than last week – but what does that mean?

This lack of context has consequences:

- Holding teams to unrealistic standards
- Higher burnout, attrition and turnover
- Missed innovation opportunities
- Misunderstanding whether they’re struggling with skills, tools, or disengagement

What do they need to thrive?

“Where are we falling behind?”

“What are the productivity blockers in my team?”

Once you know how your team is performing, you can dig into the underlying factors.

With reliable behavioral benchmarks, you can:

- Coach with clarity
- Spot employee engagement risks
- Trace the source using granular workplace analytics data
- Measure the outcomes of coaching initiatives

Coaching Playbook: Top Performers (Top 10-25%)

Great managers know that personalized coaching is more effective than one-size-fits-all. Benchmarking performance helps you understand individual performance and design a playbook that's fit for purpose.

What benchmarks AI reveals

- Specific behaviors that distinguish them (e.g., Marketing's top 10% use AI tools 11.6% of the time vs. 1.1% median).
- Work rhythm patterns such as structured breaks, deep focus blocks, and balanced collaboration.
- Comparisons with top-tier peers across similar companies.

How to coach them

Protect and scale what works

Identify the repeatable patterns behind their success, like Customer Support's top 10% who take structured 56-minute breaks yet maintain the lowest unproductive time (0.43%). Encourage them to share playbooks and habits that can be safely replicated across teams.

Monitor for burnout

High performers can slip into unsustainable patterns. For example, Operations' top 10% average 51 tracked hours per week – that's a lot.

Use data for career growth

Show where they rank among global peers to make advancement conversations objective. Use these insights to build development plans aligned with their strengths and long-term goals.

For example: **"You're consistently in the top 10% for both productivity and collaboration, and your peers regularly rate you highly in leadership tasks. That puts you in a great position for advancement."**

Benchmarks AI is one way to catch these issues early, helping leaders rebalance workloads before performance dips or disengagement sets in.

Coaching Playbook: Middle Performers (Middle 25-75%)

What benchmarks AI reveals

- The measurable gap between their current metrics and top-tier benchmarks.
- Which behaviors (focus, collaboration, AI adoption, break structure) most affect improvement.
- How well their work patterns align with role-specific expectations.

How to coach them

Set data-driven goals

Replace vague aims with quantifiable targets. Instead of instructing them to "be more productive", you can back up directives with data: **"Top Finance performers average 98% productive time. You're at 85%. Let's work together to close that gap by five points this quarter."**

Coach collaboratively

Use peer benchmarks to frame achievable stretch goals. For example: **"Sales teams typically spend 17% of time in collaboration tools; you're at 12%. Let's explore whether you're getting the support you need, or whether key deal workflows feel disconnected."**

Recognize measurable progress

Use historical data to track growth towards targets. Setting your own benchmarks helps you collaborate with your team and celebrate when they move from median percentiles towards high performance.

Address root causes, not symptoms

Identifying gaps is only half the battle. Cross-reference other tools and data to determine whether they stem from:

- Tool misalignment: E.g. heavy manual processes while peers are using AI
- Skill gaps: Are peers adopting AI or collaboration tools at a higher rate?
- Process friction: Is idle time a result of workflow bottlenecks (bad) or meetings (good)?
- Workload imbalance: Inconsistent hours or peaks and troughs in output could be a sign

Benchmarks AI gives you role-specific performance ranges that make coaching measurable, fair, and motivating.

Coaching Playbook: Bottom Performers (Bottom 10–25%)

What benchmarks AI reveals

- How far they are below role expectations.
- Whether the issue is isolated or systemic.
- Which behaviors diverge most (e.g., very low productive time, minimal AI use, excessive idle time).

How to coach them

Diagnose before prescribing

Low performance rarely equals low effort. Dig into the data to pinpoint the cause:

Root Cause	What the Data Shows	Coaching Response
Tool misalignment	Low usage of key tools top performers rely on	Provide focused training or better-fit tech
Skill gap	AI adoption near 0% while peers average 5%+	Pair with a mentor or structure a training plan
Process friction	High idle time with low output	Streamline approvals processes and remove workflow blockers
Disengagement	Declining productivity + rising unproductive time	Reconnect to purpose and clarify goals
Workload imbalance	Very low tracked hours or erratic schedules	Rebalance assignments, monitor for burnout
Role mismatch	Patterns inconsistent with role norms (e.g., low collaboration in HR)	Explore role reassignment or process redesign

Set improvement plans with benchmarks

Establishing targets based on real, objective data can help to motivate low performers. For example, instead of saying **"Your productivity needs to improve", you might say: "Customer Support's median productive time is 88.9%. You're at 72%. Let's target 80% within 60 days."** Track the progress (weekly is a good frequency) and offer hands-on support.

Ensure fairness in tough decisions

If you've tried structured coaching and it doesn't lead to improvement, use Benchmarks data to make the next steps transparent and objective. These conversations can be tough. It's important to focus on the facts, remove any chance of bias, and give people a chance to self-correct.

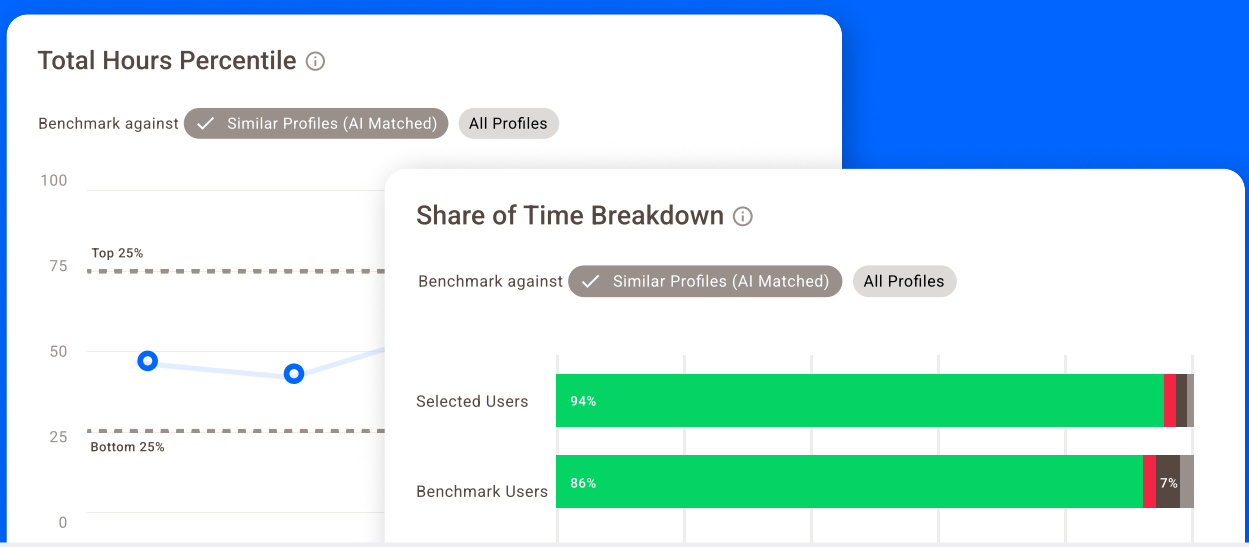
Benchmarks AI gives you objective, defensible insights that turn performance conversations into fair and constructive dialogue. Remember that work habits aren't global. Some teams are more collaborative, while others work in focused sprints. Benchmarking reveals regional patterns so you can adjust expectations and build processes that reflect how teams actually operate.

Turn Benchmark Insights Into Better Team Performance

How does your team stack up against 260,000+ peers?

With Benchmarks AI from Time Doctor, you can see your team's performance compared to the world's most robust workforce analytics database. Choose between a global view or an AI-matched peer group to gain actionable insights in minutes.

This isn't abstract data. With Benchmarks AI, you can move from managing by assumption to coaching with clarity.

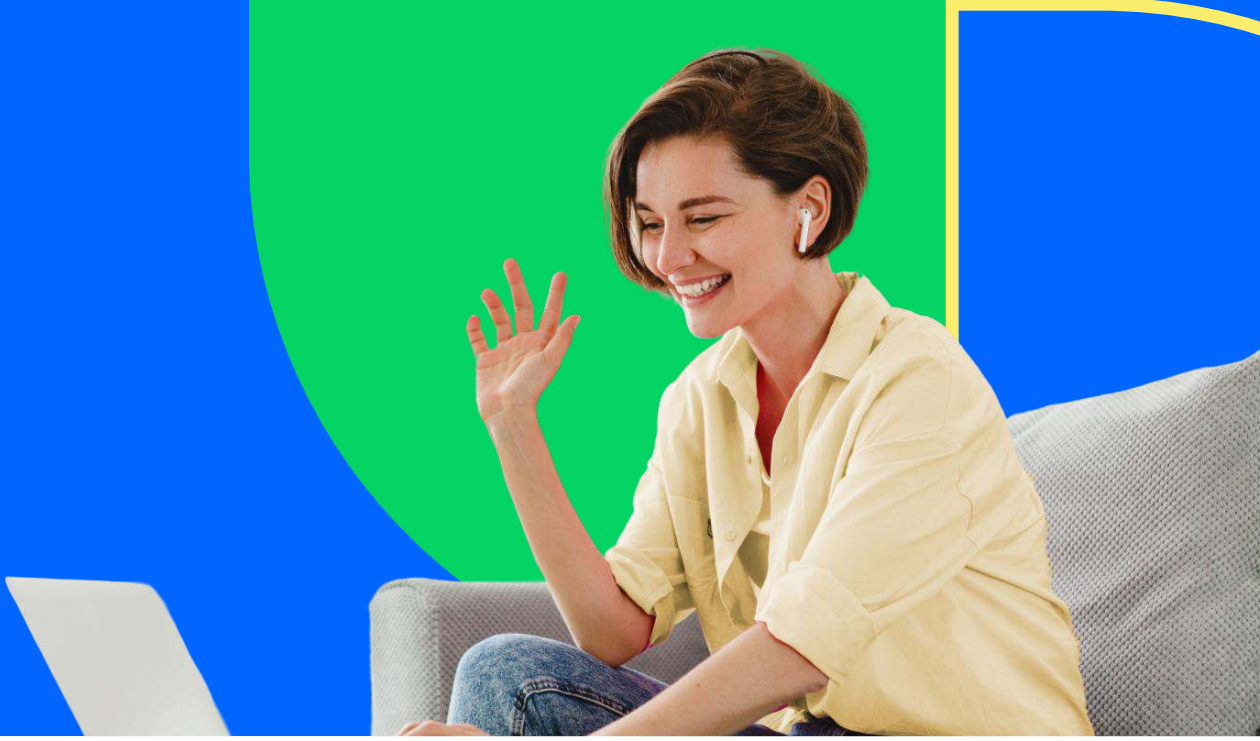


Want to see how Time Doctor's Benchmarks AI can help you turn these insights into action?

Start a free trial or book a demo to explore how AI-matched benchmarks and role-specific coaching data can elevate your team's performance.

Try it free → OR Get a demo →

FAQ



Can I compare my team's data to all companies or only to similar teams?

You can do both. Benchmarks AI allows you to compare against the entire Time Doctor dataset (the benchmark dataset) or against AI-matched peer groups. Our algorithm finds teams that work in similar ways to yours, accounting for factors like geography, tool or software usage, company size, or type of work.

Is my company's data visible to others?

No. Benchmarks AI uses anonymized and aggregated data only. Your company's specific usage is never shared with other organizations.

- All benchmarks use anonymized, aggregated data only
- Any company's specific usage is never shared
- SOC 2 Type II certified, GDPR compliant
- You control what's tracked and who sees it

How do I use benchmarks (and Benchmarks AI) to coach my team?

Benchmarks AI tracks how your team compares across characteristics like productivity, AI usage, collaboration, and idle time. This provides context for workforce analytics. You can then dig into employee monitoring data to identify performance issues, trace their source, and coach with clarity. Use it to guide coaching decisions, not pressure people to perform outside their comfort zone.

How is productivity defined in Benchmarks AI?

Productivity is based on how your organization classifies apps and websites. For example, Salesforce might be marked productive for Sales, while YouTube is unproductive. These classifications vary between companies; they are flexible and tailored to your unique context.

What's the difference between idle time and unproductive time?

Idle time is when no keyboard or mouse activity is detected. Unproductive time is when employees are active, but using apps or sites your organization has labeled as unproductive. Both metrics offer different insights into engagement and work rhythms.

How does Benchmarks measure AI usage?

Time Doctor tracks time spent in dedicated AI tools such as ChatGPT, Claude, or Gemini. This shows how often teams are using AI for their daily tasks.