DIGITAL WAYS OF MEASURING REMOTE EMPLOYEE PRODUCTIVITY

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Effective mechanisms of measuring remote employee productivity are presented in the paper. Special attention is paid to the productivity tracking software. Having analysed a software market, the author presents the set of most topical productivity measuring systems.

In the past year, many aspects of daily life and work have shifted to the digital realm, and this transition has shown some of the major challenges of business technology. Many have realised they lack an effective way to measure employee productivity [1]. In these circumstances, working out effective mechanisms of measuring remote employee productivity that let workforce stay competitive in a remote work environment is a prior objective nowadays.

Productivity is the rate at which a worker, a company, or a country produces goods, and the amount produced, compared with how much time, work, and money is needed to produce them [2].

To accurately measure and improve productivity, it is necessary to determine if a company is engaged in manual labor or knowledge labor. Manual work is literally work done by the hands, but figuratively it is work done by any of the muscles and bones of the body. Knowledge work involves use of information.

And since purely manual work can be measured with a simple formula, knowledge work requires more factors to be taken into account. Only knowledge work is considered in this scientific paper [3].

One of the problems with performance measurement is that different jobs have different metrics, that is why key performance indicators (KPIs) for each role in a remote team must be defined. For example, for SEO KPIs are as follows: 1) number of links created; 2) number of newsletters sent; 3) number of protected guest posts [4].

It is supposed that the most effective way to measure remote employee productivity is to use a task or project management software. The monitoring software market can be called "mature" to a certain extent, as it offers many options for systems with different functionality. When choosing a program, you need to proceed from the tasks that will be solved with it. At the current stage the most effective of them is "Time Doctor" – the most powerful time tracking tool of the year 2021, as with "Time Doctor" managers can track the tasks a team is working on, the exact time workers spend on each task, the websites and applications that workforce use and time periods workers log in and log out [5].

If a manager wants to see what employees are doing in the workplace online, then "Kickidler" and "Teamon.live" can be applied. Some remote monitoring software such as "Hubstaff" and "Activtrak" also have monitoring features like GPS tracking to monitor employee's GPS locations during their workday.

"Trello" and "Asana" are modern productivity measuring tools for marketing projects: with the help of a team "Trello" board or "Asana" project it is possible to showcase what everyone is working on.

"Workpuls" provides managers with a detailed report on the work of the team. It also allows managers to organise the timing of their projects, schedule them to increase revenue, and offer accurate project information to stay on top of progress.

To sum up, despite all the difficulties with the transition to the digital sphere, organisations must learn to build a new mode of operation and conduct productive activities. This objective can be achieved by using such tools and services as "Time Doctor", "Kickidler", "Teamon.live", "Trello", "Asana", "Workpuls", "Hubstaff", and "Activtrak" that are aimed at controlling working hours, managing tasks, monitoring employees in order to measure remote employee productivity.

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