Cracking the Productivity Code:

An Approach to Measure the Impact and Maximize the ROI of Workplace AI

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Contents

Abstract

The productivity paradox remains unsolved. Despite technological advancements, productivity continues to stagnate. We explore how Workplace AI can revolutionize knowledge work, but only if its impact is accurately measured and optimized–knowing when, where and how to maximize its benefits. We delve into the limitations of traditional productivity suites and propose a new approach focused on quantifying both the tangible and intangible benefits of AI. By understanding AI's true impact on knowledge worker productivity, organizations can build a robust business case for its adoption, and unlock its full potential to drive productivity gains.

The Stagnant Productivity Paradox: Can AI Break the Cycle?

The past two decades have witnessed an unprecedented wave of technological innovation, heralding the era of cloud computing, mobile devices, social media, and the consumerization of workplace tools.

Yet, despite the ubiquitous presence and pervasive use of these tools in the workplace, productivity growth in developed countries has remained disappointingly stagnant.

This phenomenon, often referred to as the "productivity paradox," was first observed by Nobel Prize-winning economist Robert Solow in 1987, who famously remarked "You can see the computer age everywhere but in the productivity statistics."

This paradox is particularly perplexing in the context of knowledge work, where technology should, in theory, amplify human capabilities and accelerate output. However, the reality has been one of incremental gains rather than transformative leaps. While technology has undoubtedly changed how we work, it hasn't fundamentally changed how much we produce.

The rise of AI offers renewed hope for a productivity revolution, with the promise of saving time through work efficiency and enabling the redistribution of that time towards higher-value tasks.

A critical challenge, however, lies in our ability to accurately assess and measure the tangible and intangible impact of AI on knowledge work. Only by overcoming this, and by maximizing how AI is deployed, will companies be able to take full advantage of its transformative potential.

Beyond Vanity Metrics: The Need for Actionable AI Insights

While essential for modern work, productivity suites like Microsoft 365 and Google Workspace lack the depth of reporting needed to fully understand the impact of their tools on workplace productivity.

They often focus on surface-level adoption metrics, like monthly and daily active users, rather than providing actionable insights into how these tools are being used, where inefficiencies exist, and how to maximize their value.

Designed primarily for communication, collaboration, and document creation, these suites struggle to quantify the true business impact of these activities or pinpoint where targeted enablement and training could improve the end-user experience and drive further productivity gains.

AI tools like Microsoft Copilot, Gemini for Workspace, ChatGPT Enterprise, and Amazon Q have the potential to revolutionize work over the next decade. Their assistive capabilities can automate repetitive tasks, streamline workflows, and augment human capabilities.

To unlock the transformative potential of AI however, a new approach is needed. An approach that shifts the focus from measuring surface-level 'leading indicators' of monthly usage to 'lagging indicators' that directly measure work productivity outcomes, including those attributable to AI.

This involves focusing efforts to gain a better understanding of existing knowledge work– how workplace tools are actually being used– and quantifying how AI changes work styles and patterns, both in terms of time saved and how time is being redistributed to more strategic tasks.

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Temporall. The Key to Unlocking the Full Potential of Workplace AI.

Temporall's data analytics platform provides the deep, objective insights needed to help you understand how effective your workplace tooling is in enabling efficient and effective work, and measuring the full impact of AI on your organization.

We first establish a comprehensive baseline of current daily work by analyzing 60 days of historical productivity suite activity data, and utilizing data segmentation to reveal how work truly happens within your organization, today.

By establishing a baseline of work; productivity metrics, product adoption, and levels of collaboration, we provide a clear point of reference of how work gets done, and where workplace tools could be be further optimized.
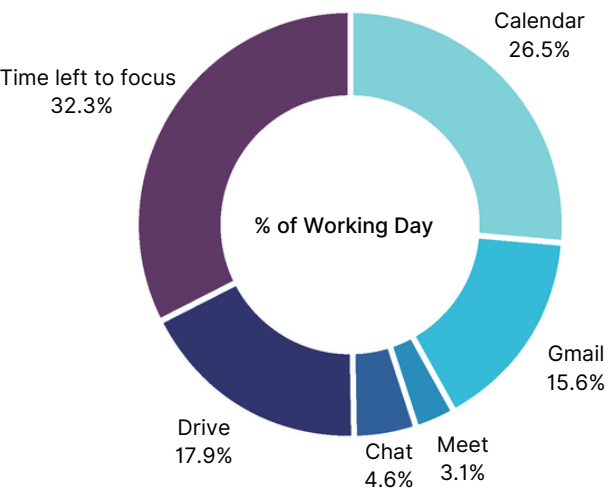
We then analyze 60 days of real-time productivity suite activity data after AI tool(s) have been provisioned to certain users, be that during an evaluation phase or when deploying AI further across your organisation.

This allows you to pinpoint exactly when and where AI is driving efficiencies and to what extent, enabling you to take targeted action to maximize your productivity benefits.
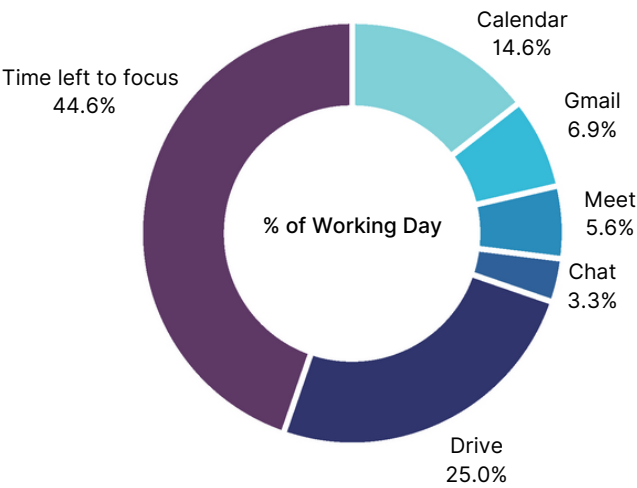
Critically, quantifying both the tangible time saved and the intangible time redistribution resulting from AI adoption provides essential metrics for building a robust ROI and payback period business case.

Our optional AI Impact Survey module, hosted on Temporall, captures valuable end-user feedback, further highlighting high-impact AI use cases and areas where additional training may enhance AI adoption and its associated benefits.

Users without Workplace AI

Calendar 26.5%
Time left to focus 32.3%
% of Working Day
Gmail 15.6%
Drive 17.9%
Chat 4.6%
Meet 3.1%

Users with Workplace AI

Calendar 14.6%
Time left to focus 44.6%
Gmail 6.9%
Meet 5.6%
% of Working Day
Chat 3.3%
Drive 25.0%

Illustrated Business Case
3 Year Financial Summary

TOTAL SAVED TIME (TST)
305,100

NET FINANCIAL BENEFITS
$12.45M

COSTS
$3.2M

ROI
289%

PAYBACK
<12 months

	YEAR 1	YEAR 2	YEAR 3	TOTAL
Total costs	$166,908	$1,517,001	$1,517,001	$3,200,910
Total benefits	$612,000	$5,922,000	$5,922,000	$12,456,000
Net benefits	$445,092	$4,404,999	$4,400,999	$9,255,090
ROI				289%
Payback period				< 12 months

Company Profile
6,700 person company phasing from pilot, extended use, to 4,200 knowledge workers

Quantifying and Maximising the Financial Impact of Workplace AI with Temporall

By uncovering existing levels of work productivity and the productivity gains of AI-assisted work, our approach transforms workplace productivity data into a concrete business case for AI.

Temporall is uniquely placed to help companies measure and optimize the impact of their current workplace tools, and to maximise the impact of AI-assisted work.

Recognizing that AI's impact varies across an organization, we tailor our analysis to your unique productivity goals by examining data at the company, department, function, or role level.

Our approach captures both the tangible benefits of time saved per working day (Total Time Saved), calculated using your average cost of labor, and the intangible benefits of time redistribution towards more productive activities. This provides a comprehensive view of the true impact of AI in your workplace.

AI possesses the power to revolutionize work, empowering knowledge workers with unparalleled assistive capabilities and propelling productivity to new heights. To gain a competitive advantage in the AI era, understanding when, where, and how to strategically deploy AI is the key to unlocking its full potential.

To ensure transparency and informed decision-making, our ROI calculation includes all relevant investment costs, such as software licensing and project expenses. Temporall partners with you to deliver a 3-year financial summary, illustrating the financial benefits, ROI, and payback period.

About Temporall

Our mission is to empower companies to transform their workplace productivity through intelligent, data-backed decisions. Our platform integrates seamlessly with your existing productivity suites (Microsoft 365, Google Workspace, Slack) and Workplace AI tools, transforming raw data into actionable insights. We reveal how work truly gets done, baselining work patterns, pinpointing inefficiencies, and quantifying the impact of AI tools on productivity.