**Pre-trial Email Template (Interactive)**

Sent by: Executive or HR Leader

Sent to: Trial participants

Email subject line: New Technology Initiative- Action Item DUE TODAY

Good Morning Team,

We are assessing a new productivity and time tracking software called Time Doctor, to help us maximize our overall productivity *(Enter your main goal for using Time Doctor)*. We are participating in a 14-day trial period and would like your help in our assessment.

**Why are we looking into this software solution?**

Over the past year and a half, we have seen the benefits of remote work and we want to continue to offer this option to all our teams as well as potentially increase flexibility where we can. *(Enter the future vision of the company that Time Doctor will help you get to)*

To offer more flexibility, we all need to understand how we work and what we need to be better. *(Enter the pain point of why you need Time Doctor)* By measuring and analyzing how we spend our time we can identify where we need more resources and improvements helping us all to work more efficiently.

Which ultimately leads to us reaching our goals faster while still maintaining our core values.

Our Values

*(Enter the company values here and how Time Doctor supports these.)*

**Who is Time Doctor?**

Time Doctor is a work insights company that tracks and analyzes how companies use their time to provide clear direction on how to improve performance.

Watch this 1 minute [video](https://youtu.be/9NBBk10axME) for an overview of what they do and see reviews from other employees [here](https://www.g2.com/products/time-doctor/references/employees-love-us).

**What information does Time Doctor collect?**

* The time you started work, the time you finished work, and total hours worked. We have seen how easy it is to overwork yourself while working from home. So, we want to make sure workloads stay balanced and that you get the time off you need.
* The names of applications used on your computer and websites visited. This data can help us understand what tools our teams need to be productive as well as give insights into time management.
* The time associated with certain projects and tasks will also be collected to help us further improve our project management and forecasting processes.
* The Time Doctor desktop app tracks working behavior based on your keyboard and mouse movement. This type of data is used for accountability purposes, not to micromanage you. It does NOT record where you click on the screen, and it does NOT record what you type. For more information click this link: [https://www.timedoctor.com/privacy\_policy.html](https://t.sidekickopen70.com/s2t/c/5/f18dQhb0S7lC8fTdSfW2VF98Y2B9nMJW7t5XZs63Bt0bW4XHHwn7d-33sW3Ljg7x56dK_Cf1Wbq0s02?te=W3R5hFj4cm2zwW4mKLS-4fJfScW3H8_MW43W93fW43T4P449M9DrW3FgCF-43SNp9w4r5qXz9x12&si=5505415733444608&pi=7972a05c-39af-4333-dd2f-a809263c9d4d) *(optional section)*
* *(Only include this if you are using screenshots)* There is a feature of Time Doctor where screenshots are taken throughout the day. We’ve enabled these screenshots to be used to help us identify inefficient processes or tasks and uncover training opportunities. More importantly, you can use these screenshots as proof of your own work.

This isn’t about being nosy about what you do in front of your laptop. We want you to be productive and we also want to be productive ourselves.

**What do we want to get out of this trial?**

By the end of this trial the data we have collected should give us insights into a few different areas. Below is a list of the trial KPIs we will assess compared against where we believe these are today.

1. How many hours are worked and what percentage of this work is spent on work-related activities.
2. Average hours worked per week
3. What are the top activities or tasks for each team in the trial and how long it takes to complete them?
4. Do we have anyone with potential work-life balance issues or burnout indicators?
5. Top tools and websites our company uses and what tools are most important to specific teams and job roles.
6. Feedback from you around
   1. Does this impact your day-to-day routine?
   2. Does it slow you down?
   3. Have you found any improvements you can make to your own work patterns?

*(Change these to your specific goals)*

**Next Steps:**

1. You will be receiving an email from Time Doctor today with detailed instructions on how to install the application. It should take less than 1 minute.
   1. This program must be installed by *x date* so that we can gather as much data as possible for our assessment of the software.
   2. *X name* will follow up with anyone who did not complete the install on *x date.*
2. Continue to work as usual but use the desktop application to switch between different project or task names.
3. You will receive emails from Time Doctor with tips and best practices on how to use the software. Read these to help understand how to best use the product.

The leadership team is very excited to try out this program and see if it will aid us in offering more flexibility for the organization *(repeat pain point or main goal here).*

If you have any questions or concerns about why we are using Time Doctor please reach out to our HR leaders.

Thank you for your cooperation!