



# Increasing Employee Productivity

## CASE STUDY

### > Overview:

A medium-sized travel agency felt that its employees were much less productive than they could be because they were surfing the Internet for personal use too frequently. They didn't want to hurt company morale but they really needed to improve employee productivity

### > Business Need:

Management needed to be able to control employees Internet access while still allowing them enough access to conduct company business.

### > Solution:

After installing WebWatcher, the company management team realized that most productivity was being lost not from employees conducting personal business but rather from time-wasting websites such as games sites and websites with adult content. By simply implementing WebWatcher's block list functionality only on certain types of websites, employees were still allowed to access websites important for conducting business and others for personal use (online banking, etc.) The only sites that were blocked were ones which served no purpose but to aid in employee loafing. Adding sites to the white list feature ensured that any site deemed "appropriate" was accessible to employees.

### > Benefits:

Higher employee productivity and effectiveness; increase in customer satisfaction. No loss of employee morale as employees were still allowed to conduct personal business but not to blatantly waste time. They experienced a daily booking increase of 27% per employee.

