

teamwork.

THE STATE OF PRODUCTIVITY

2022 PRODUCTIVITY REPORT FOR CLIENT SERVICES TEAMS

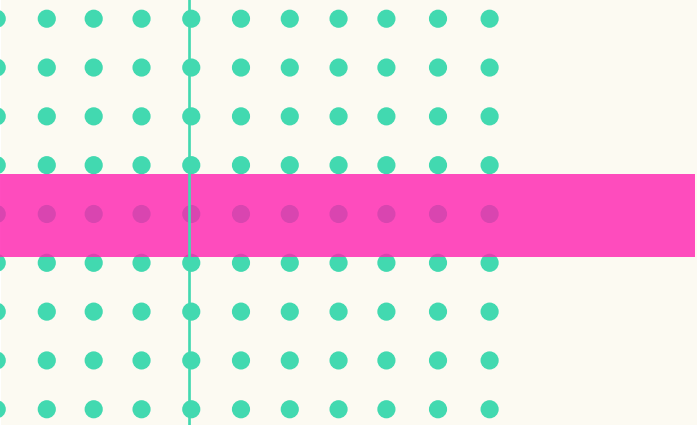


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[proh-duhk-tiv-i-tee]

Noun

The success or completion of an effort, particularly in terms of being able to generate, improve, and increase output of assigned tasks.

Productivity is challenging in the best of times. Entering a straining third year of the pandemic isn't making things easier for organizations or their employees. For client services teams, it's a delicate balance to maintain employee productivity and avoid burnout – all while continuing to support and satisfy clients.

Add this to the nuances of managing teams, working remotely, or the lack of meeting clients face-to-face, and you'll quickly realize how difficult it is to sustain or improve productivity. But it doesn't have to be all doom and gloom.

Nearly 22% of employees¹ believe that working from home has turned out “substantially better” than what they expected at the beginning of the pandemic – compared to less than 4% saying it’s “substantially worse.”

Even with all of the present obstacles, client services teams are still getting work done, staying productive, and keeping clients happy.

Here at Teamwork, we wanted to know just how productive our customers were in 2021 – especially those managing clients in some capacity. So we analyzed nearly 7 million completed tasks by our customers in 2021 that also fit within our largest U.S. client services groups to find out:

- How specific client services groups maintain productivity compared to one another
- The most and least productive times of the year for these client services groups:
 - Consultancy agencies
 - Creative agencies
 - Financial services
 - Marketing agencies
 - Professional services
 - Development agencies

Our goal was to uncover the most common productivity trends for each unique client services group and the industry as a whole, so teams could use these insights to better prep and complete projects in 2022.

HOW WE USED OUR OWN CUSTOMER DATA TO DETERMINE PRODUCTIVITY

The basic idea of *productivity* conjures a lot of different sentiments. For the purposes of this report, we used the total number of tasks completed in Teamwork and the average completion rate of each day of the week to better understand when client services teams were the most productive in 2021.

While these six groups don't account for every type or variation of a client services team, we divided them into the six groups for this report. The collective data includes all U.S. client services companies working in Teamwork, which allowed us to see how many tasks were completed throughout the year.



WHY PRODUCTIVITY IS MORE THAN CHECKING A BOX

Project management helps us understand a plethora of things, but it ultimately allows us to see and measure the impact of our workflows.

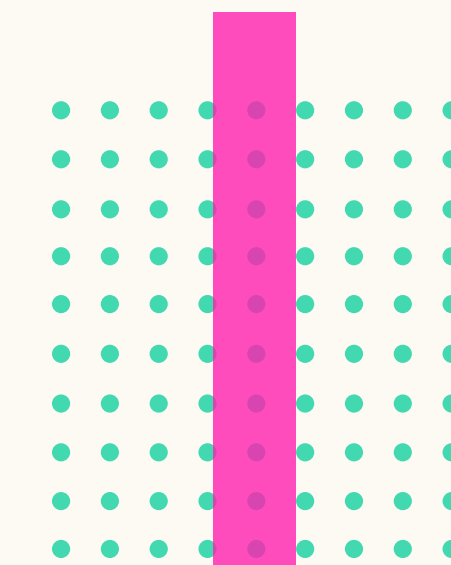
For client services teams, work completed for clients directly correlates to revenue, new business, and overall client satisfaction.

Visualizing tasks through [project management software](#) lets us understand the amount of work we can take on and how quickly we can do it.

Our data isn't the sole definition of productivity and we believe it can carry different meanings for everyone.

However, we hope this report will help client services teams realize how productivity can influence success and the best times to take advantage of the most common surges and slumps of completed tasks.

Lastly, we've provided additional resources at the end of this report to help improve, sustain, and streamline your productivity. For now, let's dig into the numbers.



THE COLLECTIVE PRODUCTIVITY OF CLIENT SERVICES IN THE U.S.

Client services teams include various groups from marketing agencies to financial services to consultancy firms. This section depicts the total tasks completed across Teamwork's six core client services groups.



TUES.

MOST PRODUCTIVE DAY OF THE WEEK



FRI.

LEAST PRODUCTIVE WORK DAY

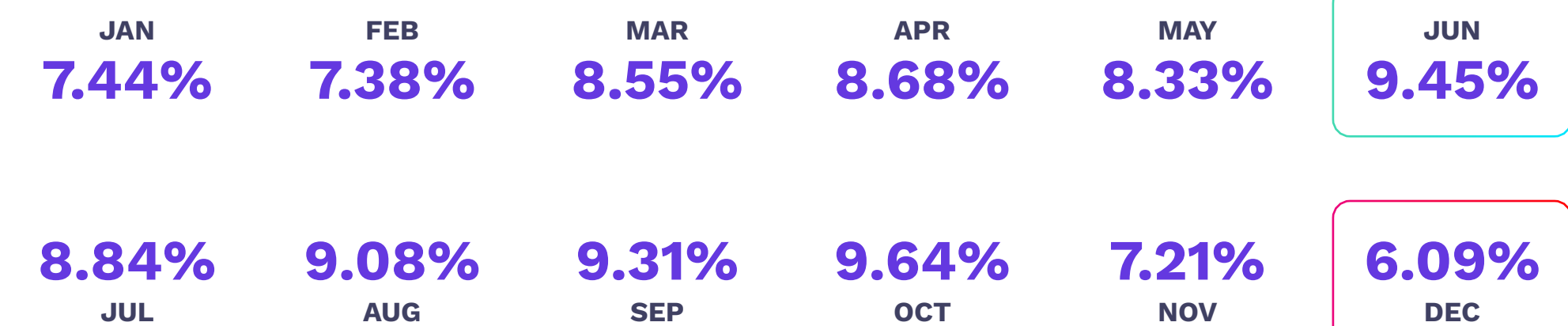

MOST PRODUCTIVE DAY OF THE YEAR:
MAY 24, 2021

WHAT THE DATA SAYS ABOUT CLIENT SERVICES TEAMS

DAILY TASK COMPLETION RATES IN 2021: ALL GROUPS



MONTHLY TASK COMPLETION RATES IN 2021: ALL GROUPS



WHAT STANDS OUT IN THE OVERALL DATA

PRODUCTIVITY IS A TOUGH HILL TO CLIMB

Our data shows the overall task completion rate has a strong start to the week for all client services teams. While Tuesday is the most productive day of the week, the number of completed tasks starts to significantly drop through the rest of the week.

PREPARING FOR THE END OF THE YEAR

The height of productivity for client services teams was in Q3, and even with the most completed tasks occurring in October, Q4 was the least productive quarter.

HOLIDAY HANGOVER

It should come as no surprise that productivity is at its lowest during the end of the year, but this slow period could also last through Q1 with lower task completion rates in January and February.

WHERE CLIENT SERVICES TEAMS CAN GET BETTER

STACK THE MOST IMPORTANT WORK TOWARD THE START OF THE WEEK

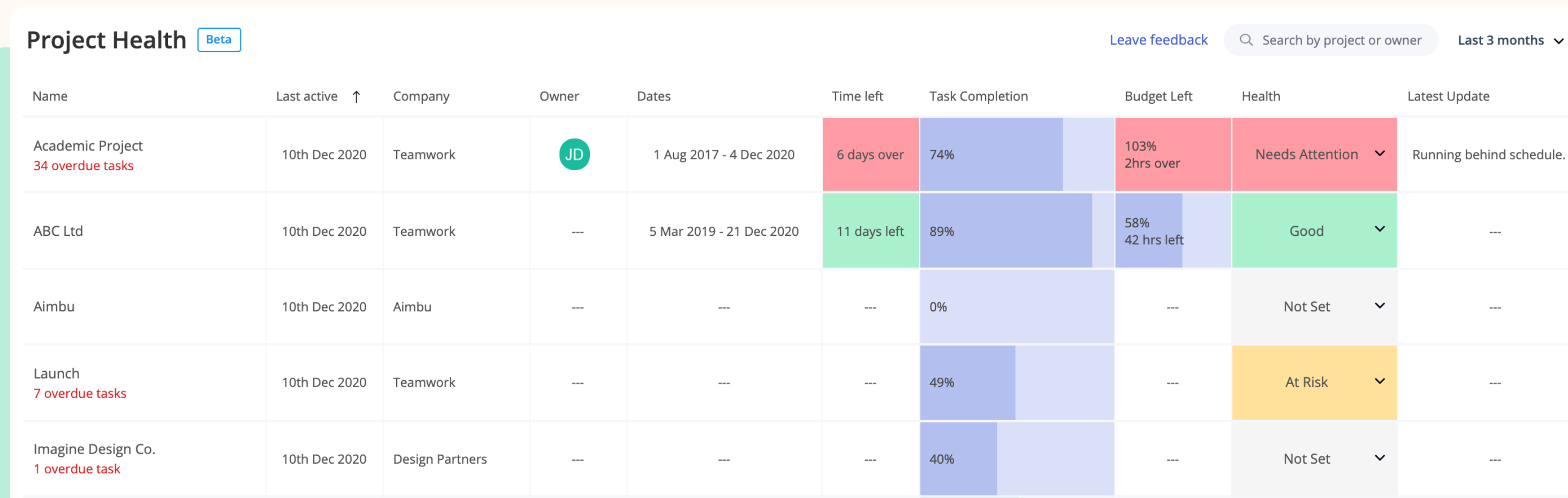
This is when you and your team are likely to be the most productive. Use this time to encourage completing the most pressing tasks.

BE REALISTIC ABOUT GOALS AND TIME YOUR PRODUCTIVITY ANNUALLY

Expect holidays and client wind-down to make Q4 a less productive and lucrative quarter. But understand that Q1 also has the potential to start slow. Try to plan revenue goals accordingly and wrap production on your biggest projects by the end of Q3.

DEFINE AND MEASURE PRODUCTIVITY IN YOUR ORGANIZATION

Does productivity mean hours worked, amount of work completed, revenue, or a mix of all the above? Use the [Project Health Report](#) in Teamwork to track the overall health of a project to visually see the progression of tasks and budgets.



The screenshot shows a 'Project Health' report interface. At the top, there's a 'Beta' badge, a 'Leave feedback' link, a search bar with the text 'Search by project or owner', and a dropdown menu set to 'Last 3 months'. Below this is a table with columns: Name, Last active (with an up arrow), Company, Owner (with a 'JD' profile icon), Dates, Time left, Task Completion (with a progress bar), Budget Left, Health (with a dropdown), and Latest Update. The table contains five rows of project data.

Name	Last active ↑	Company	Owner	Dates	Time left	Task Completion	Budget Left	Health	Latest Update
Academic Project 34 overdue tasks	10th Dec 2020	Teamwork	JD	1 Aug 2017 - 4 Dec 2020	6 days over	74%	103% 2hrs over	Needs Attention	Running behind schedule.
ABC Ltd	10th Dec 2020	Teamwork	---	5 Mar 2019 - 21 Dec 2020	11 days left	89%	58% 42 hrs left	Good	---
Aimbu	10th Dec 2020	Aimbu	---	---	---	0%	---	Not Set	---
Launch 7 overdue tasks	10th Dec 2020	Teamwork	---	---	---	49%	---	At Risk	---
Imagine Design Co. 1 overdue task	10th Dec 2020	Design Partners	---	---	---	40%	---	Not Set	---



PRODUCTIVITY FOR

CONSULTANCY AGENCIES IN THE U.S.

Consultancy agencies have a range of clients that need professional advice, actionable strategies, and guidance on specific dilemmas. These agencies are experts at what they do and tend to be the biggest problem solvers of the different groups within this report.



TUES.

MOST PRODUCTIVE
DAY OF THE WEEK



FRI.

LEAST PRODUCTIVE
WORK DAY

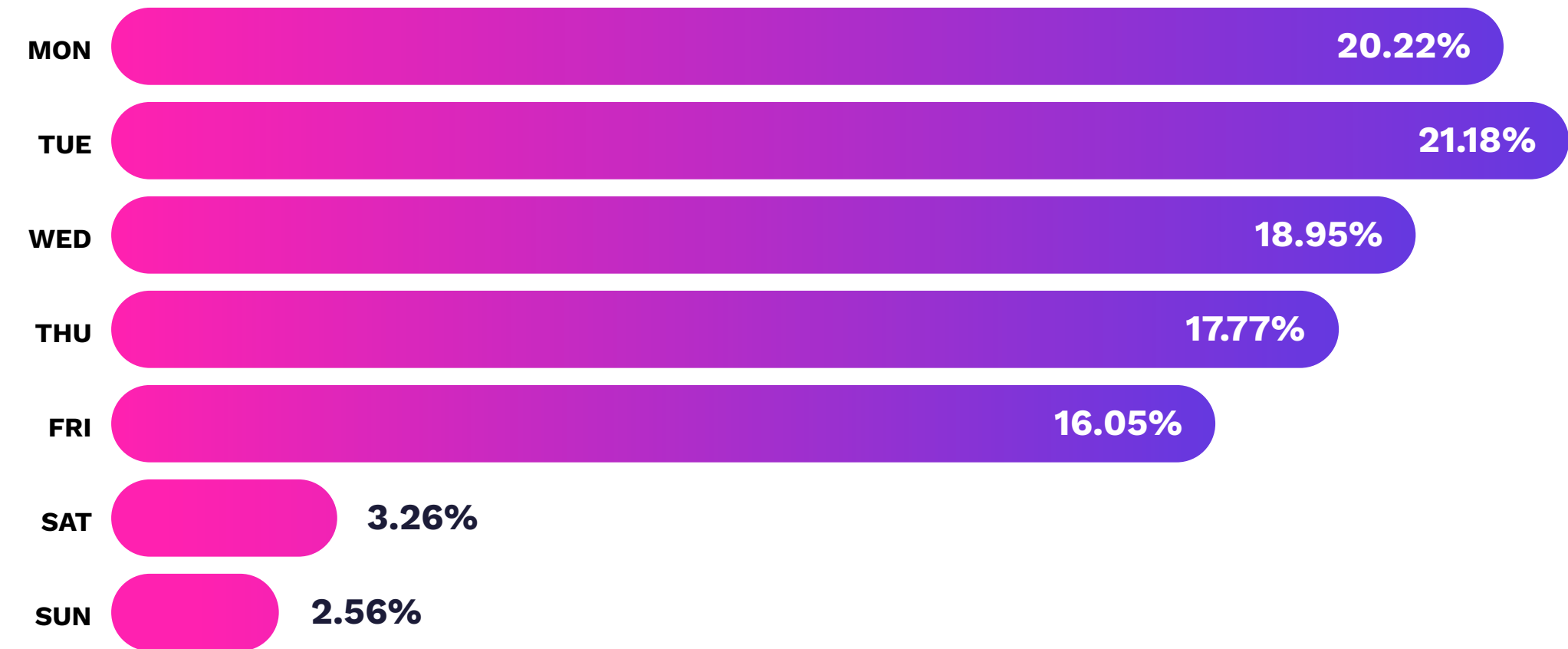
MOST PRODUCTIVE DAY OF THE YEAR:

 **JUN 19, 2021**

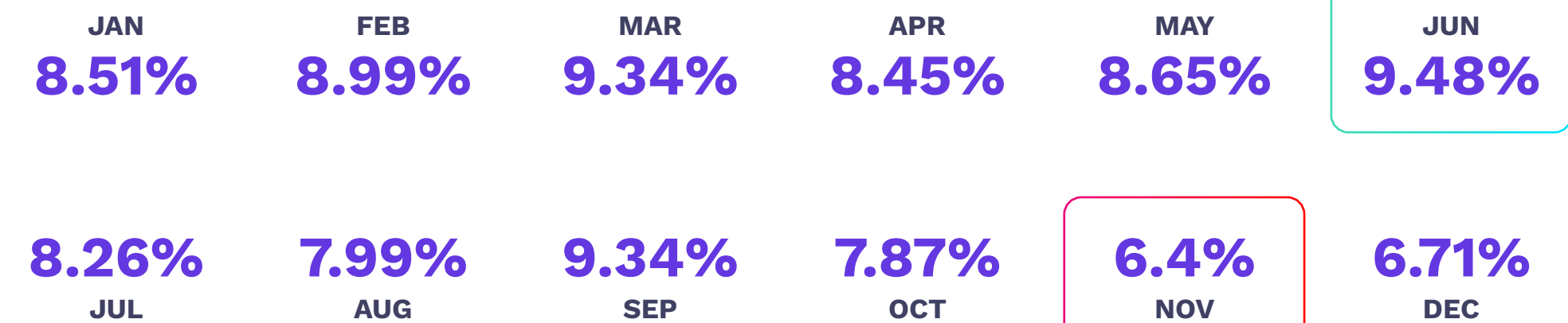
WHAT THE DATA SAYS ABOUT

CONSULTANCY AGENCIES

DAILY TASK COMPLETION RATES IN 2021: CONSULTANCY AGENCIES



MONTHLY TASK COMPLETION RATES IN 2021: CONSULTANCY AGENCIES



WHAT STOOD OUT FOR CONSULTANCY AGENCIES

WEEKEND WORK WARRIORS

When compared to other client services teams in this report, consultancies were by far the most productive group on the weekend (5.86% of tasks completed). Additionally, this group had its most productive day of 2021 on a Saturday.

HALF-DAY FRIDAYS AND BUSY WEEKENDS?

While productivity is higher on the weekend compared to other groups, consultancies also have least productive Friday.

STARTING THE NEW YEAR STRONG

Consultancy agencies had the most productive Q1 compared to other groups.

WHERE CONSULTANCY AGENCIES CAN DO BETTER

PLAN FUTURE PROJECTS WISELY

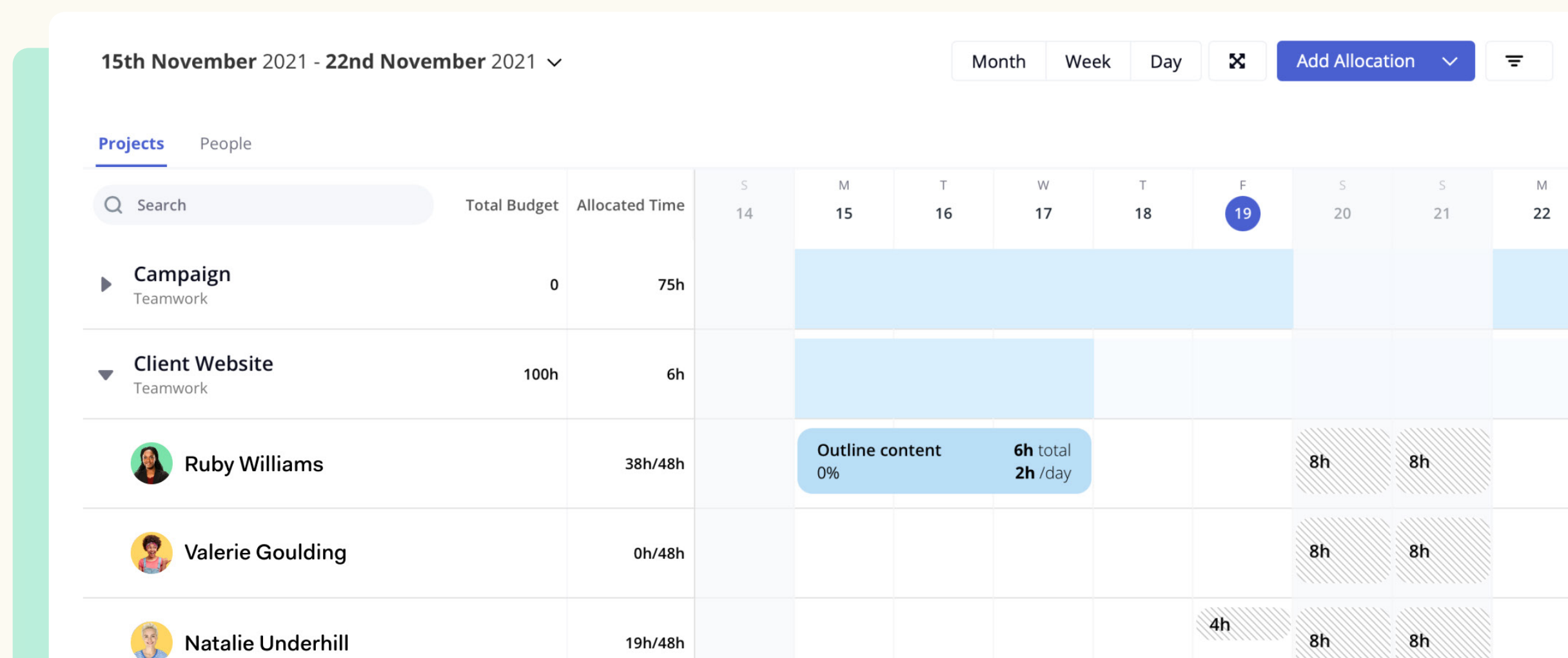
Use the traditionally slower Q4 period to prepare for projects in the busier Q1. The earlier you can plan the better.

PAY ATTENTION TO THE TIME SPENT ON PROJECTS

Avoid burnout by tracking your teams' productivity to see if anyone is over-working and forced to weekend hours. Go deeper by looking into why work is happening on the weekend and try to identify if these tasks come from a particularly demanding client.

GET INSIGHTS ON YOUR AVAILABLE RESOURCES FOR PROJECTS OR PEOPLE

The Teamwork [Resource Scheduling view](#) provides a timeline to get a picture of all projects or people and their existing allocations on their projects, so you can plan further in advance with your clients.



PRODUCTIVITY FOR

CREATIVE AGENCIES IN THE U.S.

Creative agencies are typically home to the free-thinkers, idealists, and artists. For these agencies, productivity can always be a challenge to reach completion with more subjective opinions between clients and creatives.



TUES.

MOST PRODUCTIVE
DAY OF THE WEEK



FRI.

LEAST PRODUCTIVE
WORK DAY

 **MOST PRODUCTIVE DAY OF THE YEAR:**
OCT 18, 2021

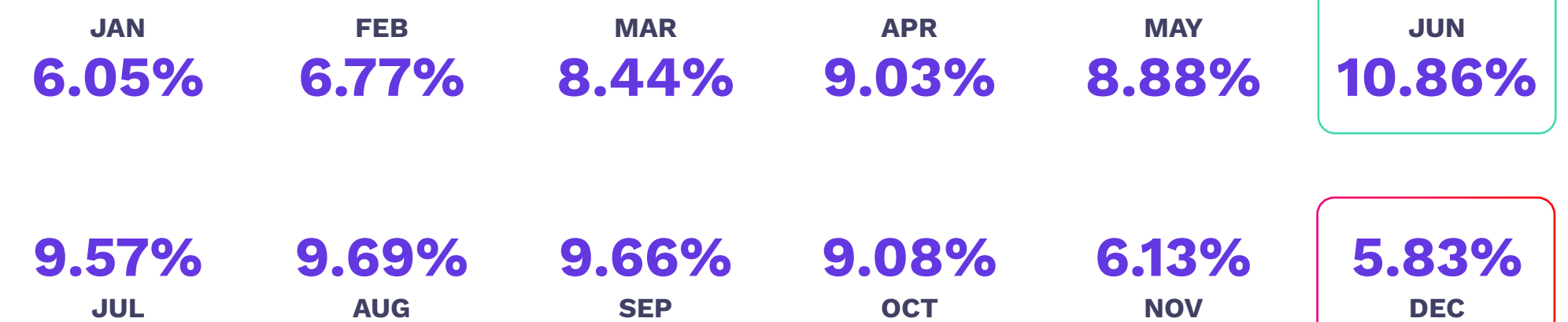
WHAT THE DATA SAYS ABOUT

CREATIVE AGENCIES

DAILY TASK COMPLETION RATES IN 2021: CREATIVE AGENCIES



MONTHLY TASK COMPLETION RATES IN 2021: CREATIVE AGENCIES



WHAT STOOD OUT FOR CREATIVE AGENCIES

JAM-PACKED JUNE

June is not only the most productive month for creative agencies, it holds the highest percentage of completed tasks in any month compared to all other groups in the report.

SLOW START TO THE YEAR

The new year doesn't quite rebound like other groups with January posting the second-lowest month for productivity and February the fourth lowest.

CREATIVE PROCRASTINATION OR ENDING ON A HIGH NOTE?

This group thrives in the summer, but its most productive day of the year is in Q4. It could mean a lot of agencies push out final work before the intense slowdown in November and December.

WHERE CREATIVE AGENCIES CAN DO BETTER

CONSIDER A COMPANY OUTING IN JUNE

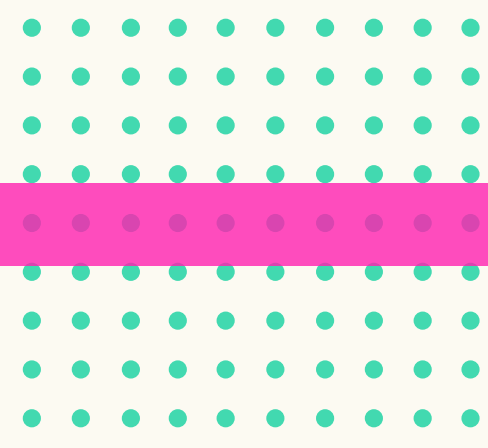
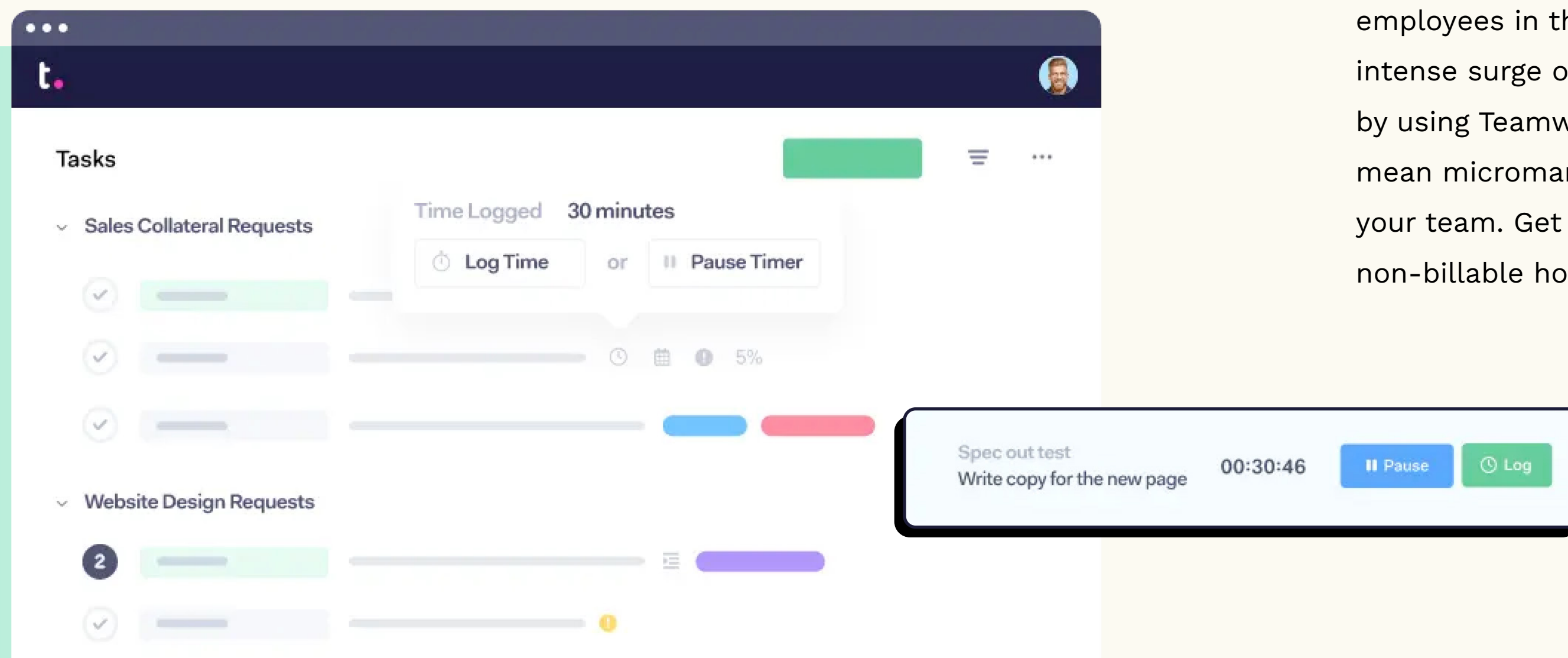
This is one of the few months without a U.S. bank holiday, which could be why so many tasks are completed. Use this time to break the intense productivity flow with a rewarding and fun event.

PROMOTE FLEXIBLE COLLABORATION TO SPARK CREATIVITY

With 1 in 4 remote employees² saying their work creativity dropped during the pandemic, it's smart to keep teams collaborating in all possible ways. Create remote workshops or brainstorming groups to keep the collaboration and creativity flowing.

USE TIME TRACKING IN THE SUMMER TO AVOID BURNOUT

Creative agencies' production was the highest from June to September, but declined each month in Q4. Ironically, September had the largest number of employees in the U.S. leave or quit their job – which could correlate to this group's intense surge of productivity and ultimate burnout³. Avoid overworking employees by using Teamwork's [time tracking software](#) to monitor workloads. This doesn't mean micromanagement, but instead, a way to maintain accountability across your team. Get a bird's-eye view into your budgeted hours or billable or non-billable hours with clients, and stop asking for too much or too little.



PRODUCTIVITY FOR

FINANCIAL SERVICES BUSINESSES IN THE U.S.

Whether it's budgeting, auditing, or managing money, financial services businesses handle critical day-to-day tasks for their clients. This industry demands a high level of productivity to best manage cash flows, revenue, expenses, and long-term investments – all while finding ways to cut costs and improve efficiency.



TUES.

MOST PRODUCTIVE DAY OF THE WEEK



FRI.

LEAST PRODUCTIVE WORK DAY

 MOST PRODUCTIVE DAY OF THE YEAR:
SEP 21, 2021

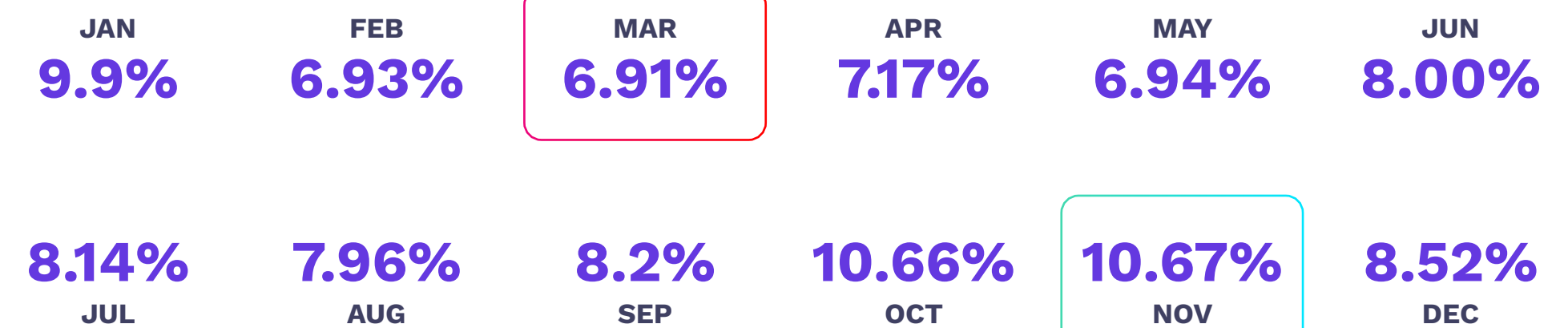
WHAT THE DATA SAYS ABOUT

FINANCIAL SERVICES

DAILY TASK COMPLETION RATES IN 2021: FINANCIAL SERVICES



MONTHLY TASK COMPLETION RATES IN 2021: FINANCIAL SERVICES



WHAT STOOD OUT FOR FINANCIAL SERVICES

THE BUSIEST WORKDAY

Compared to other groups in this report, financial services had the highest daily task completion rate with Tuesday's averaging 22.22%.

ENDING THE YEAR WITH A BANG

Productivity remained the highest from October through January for this group and had by far the most completed tasks in Q4 (30% of monthly tasks). This group had the most productive December as well.

MONDAY MOTIVATION

Financial services had the highest task completion rate between Monday and Wednesday of any group in the report.

WHERE FINANCIAL SERVICES CAN DO BETTER

CULTIVATE PRODUCTIVITY, NOT BURNOUT

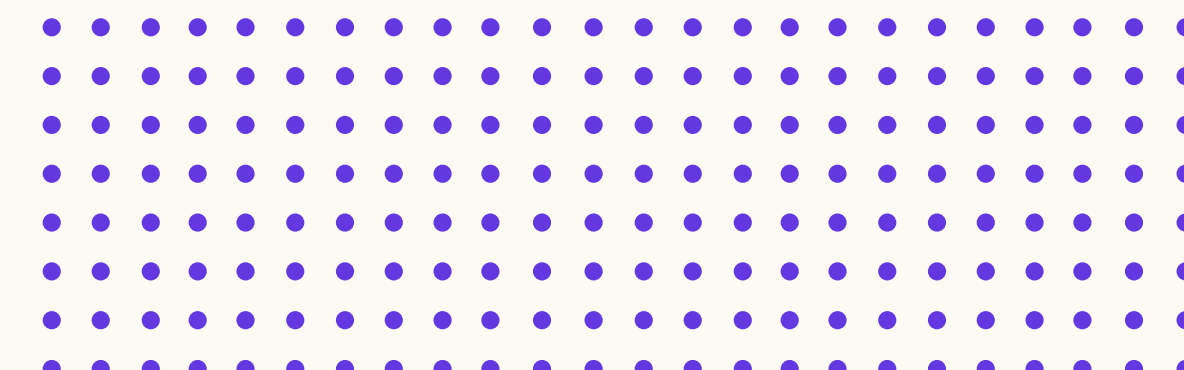
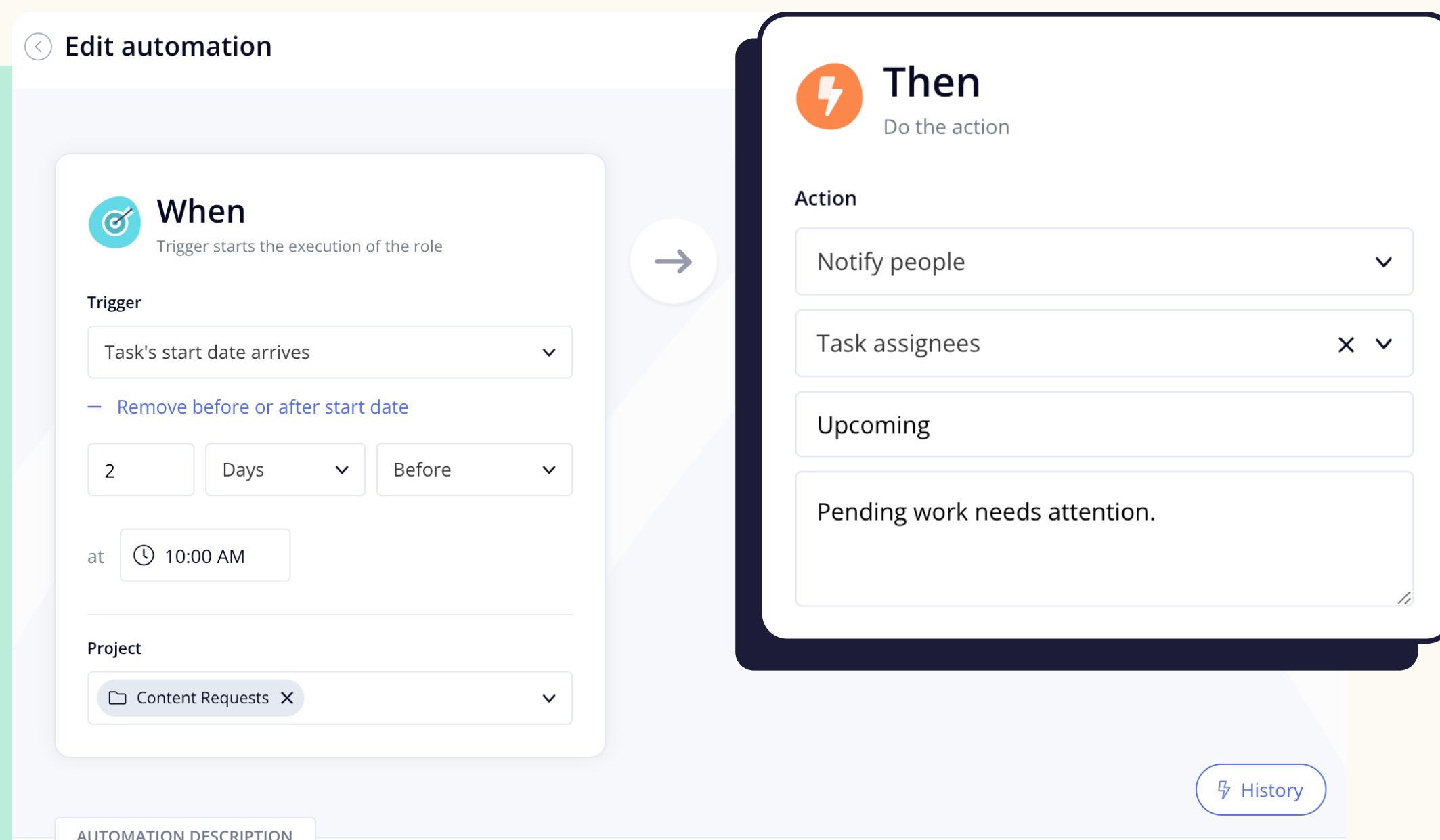
Putting together a plan to combat burnout will be key in 2022 and beyond. And even though 38% of professional services businesses⁴ are hesitant on productivity tracking software, it's smart to start slow and show your team how time tracking actually helps maintain a solid work-life balance.

START HIRING IN MARCH

Financial services companies remain busy through Q4 and January while likely budgeting for the new year. Start your hiring process in March and use the slower months through May to onboard new hires instead of using the busiest hiring months of the year in January and February.⁵ Or try to do more of your annual planning in the summer to prepare for the very busy Q4.

AUTOMATE FOR EFFICIENCY

The Teamwork [Automations Engine](#) allows teams to create and build faster processes that come with recurring and repetitive tasks. Automations increase efficiency so financial services teams can spend less time on manual work.



PRODUCTIVITY FOR

MARKETING AGENCIES IN THE U.S.

Marketing agencies have several moving parts that include everything from SEO tactics to paid advertising campaigns and content marketing strategies. This group is most productive when each department successfully collaborates with one another.



TUES.

MOST PRODUCTIVE
DAY OF THE WEEK



FRI.

LEAST PRODUCTIVE
WORK DAY

 **MOST PRODUCTIVE DAY OF THE YEAR:**
OCT 4, 2021

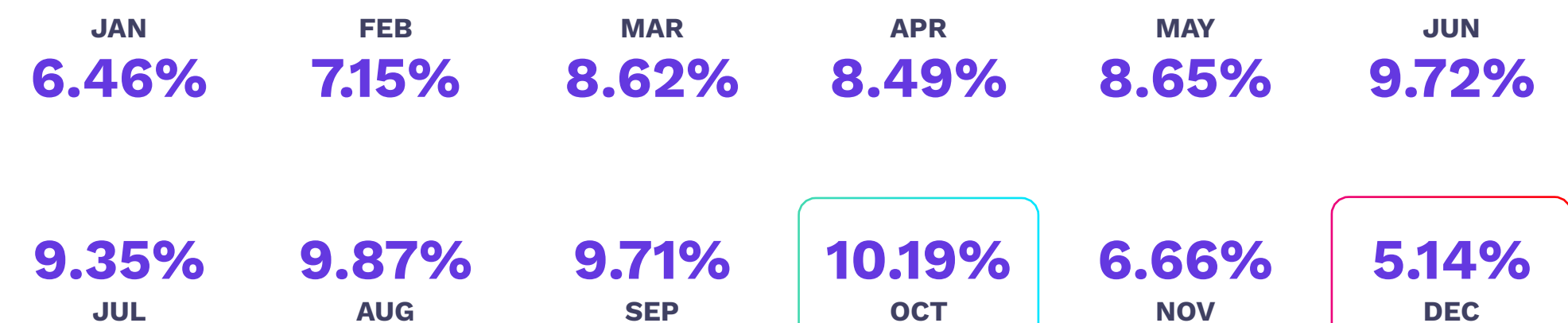
WHAT THE DATA SAYS ABOUT

MARKETING AGENCIES

DAILY TASK COMPLETION RATES IN 2021: MARKETING AGENCIES



MONTHLY TASK COMPLETION RATES IN 2021: MARKETING AGENCIES



WHAT STOOD OUT FOR MARKETING AGENCIES

A GOOD WORK-LIFE BALANCE?

Marketing agencies averaged the fewest number of completed tasks on the weekend and the lowest daily task completion rate of any group with only 1.21% on Sunday. But this also means the group recorded the most productive workweek by averaging 97.25% of its completed tasks between Monday and Friday.

SUMMERTIME SUCCESS

Marketing agencies had the highest task completion rates across the summer months (June to September) and it also had the most productive Q3 of any group in the report.

BALANCING OUT Q4

Even though marketing agencies had the most productive day and month in Q4 (Oct. 4, 2021), this group also had the least productive month (December) in the same quarter.

WHERE MARKETING AGENCIES CAN DO BETTER

BUILD A CULTURE OF PRODUCTIVITY

Bring more stability to your overall team productivity by ensuring important documents and client details are all centrally located in one space. Check out the end of this report for helpful resources around productivity.

CONTINUE TO ENCOURAGE A WORK-LIFE BALANCE

If your team isn't working on the weekends, that's a good thing. Continue to promote the work week for work and make sure your team's work-life balance is not only achievable, but encouraged.

PLAN AHEAD IN THE WINTER MONTHS

With November through February having the lowest productivity in the year, use this time efficiently to plan for projects further down the road with Teamwork's [Advanced Resource Scheduler](#). Easily get a bird's-eye view of how many resources you have available to take on new projects.

Profitability Beta < > Q3 2021

Q Project, company or owner % \$ Quarter

Projects ↑	Owner	Logged time (total) ?	Non Billable Time ?	Total cost ?	Billable Time ?	Billable Total ?	Profit ?	Budget	
> Big Bang Productions Client 2	Set Rates	---	2 hrs 1 min	0 hrs 1 min	\$504.17	2 hrs	\$800	37%	75% 3 hrs left
> Book Launch Design Partners	Set Rates	---	8 hrs 17 mins	1 hr 6 mins	\$1,445.83	7 hrs 11 mins	\$2,660.83	46%	49% 38 hrs left
> Campaigning Design Partners	Set Rates	---	11 hrs 30 mins	2 hrs	\$2215	9 hrs 30 mins	\$2560	13%	---
> Client Website Teamwork	Set Rates	---	8 hrs 30 mins	0 hrs	\$2125	8 hrs 30 mins	\$3400	38%	---
> Launch Teamwork	Set Rates	---	9 hrs	0 hrs	\$880	9 hrs	\$660	-33%	116% 1 hr over

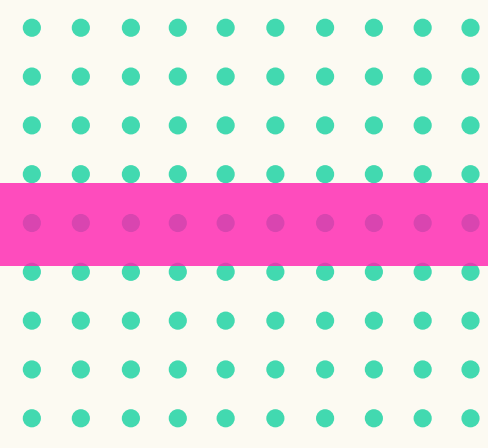
Project Budget

\$0 used (0%)

2 - 8 Sep - Repeats weekly

Notify via email at 80%

- Edit
- Delete
- End current budget
- Add New Budget



PRODUCTIVITY FOR

PROFESSIONAL SERVICES IN THE U.S.

Productive professional services businesses require great client relationships to keep projects on time and budget. This group maintains productivity through detailed and well-planned tasks.



TUES.

**MOST PRODUCTIVE
DAY OF THE WEEK**



FRI.

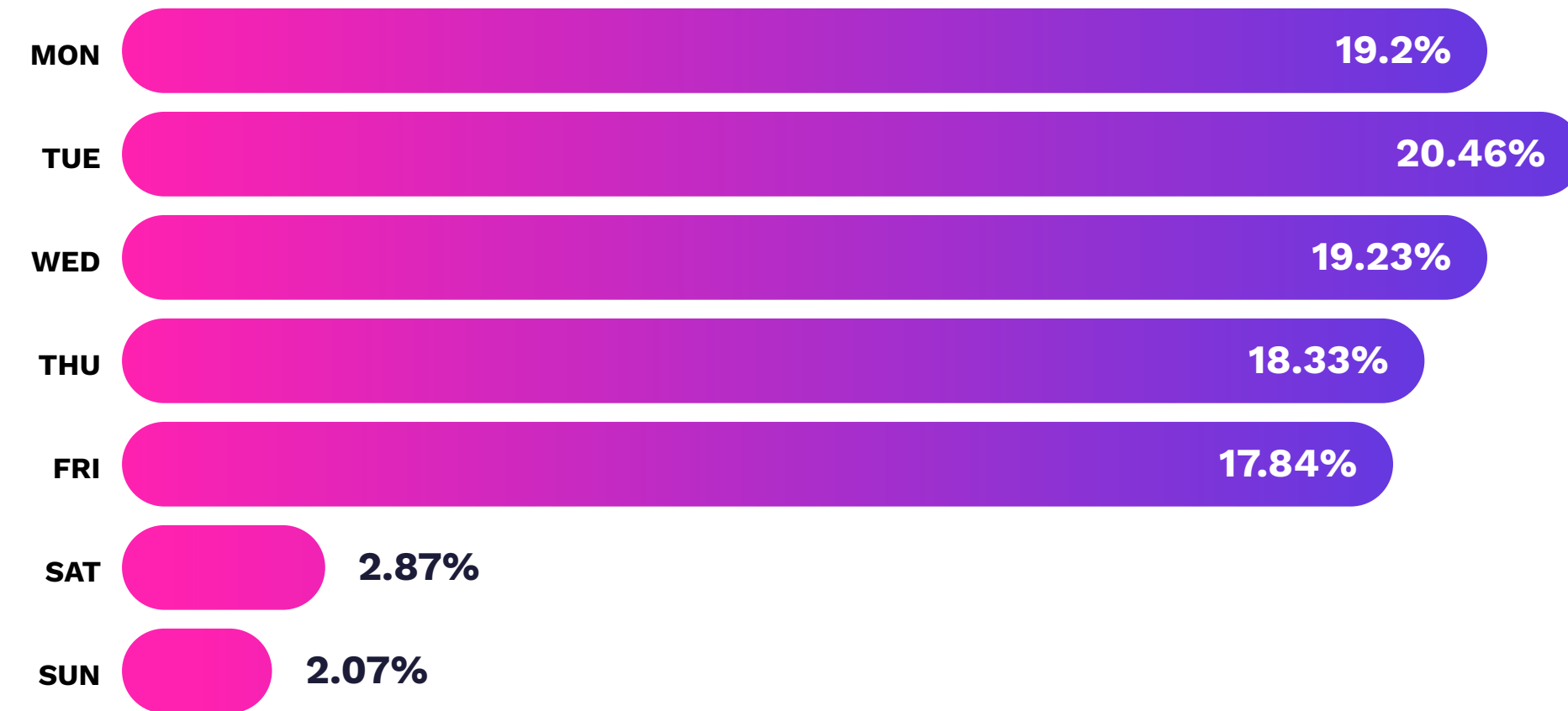
**LEAST PRODUCTIVE
WORK DAY**

 **MOST PRODUCTIVE DAY OF THE YEAR:**
MAY 24, 2021

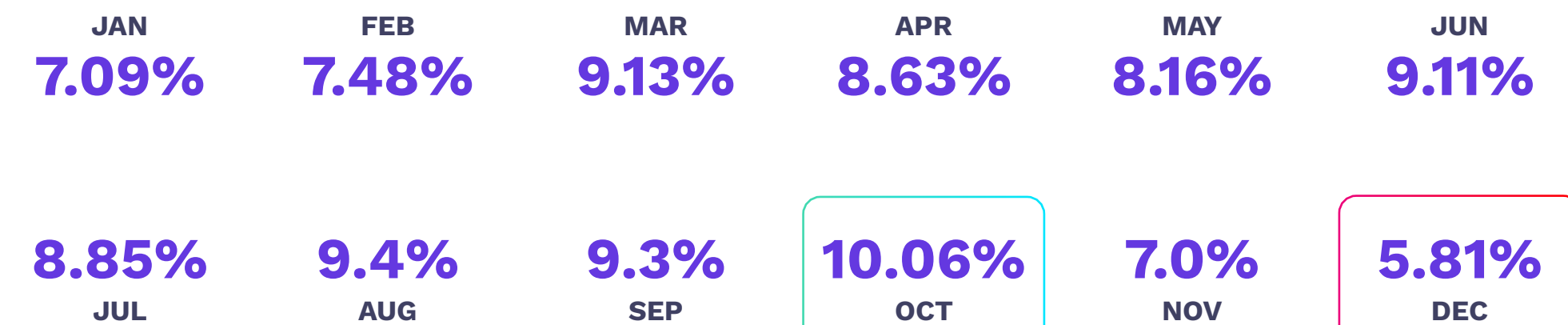
WHAT THE DATA SAYS ABOUT

PROFESSIONAL SERVICES BUSINESSES

DAILY TASK COMPLETION RATES IN 2021: PROFESSIONAL SERVICES



MONTHLY TASK COMPLETION RATES IN 2021: PROFESSIONAL SERVICES



WHAT STOOD OUT FOR PROFESSIONAL SERVICES

STARTING HOT, BUT FINISHING COLD

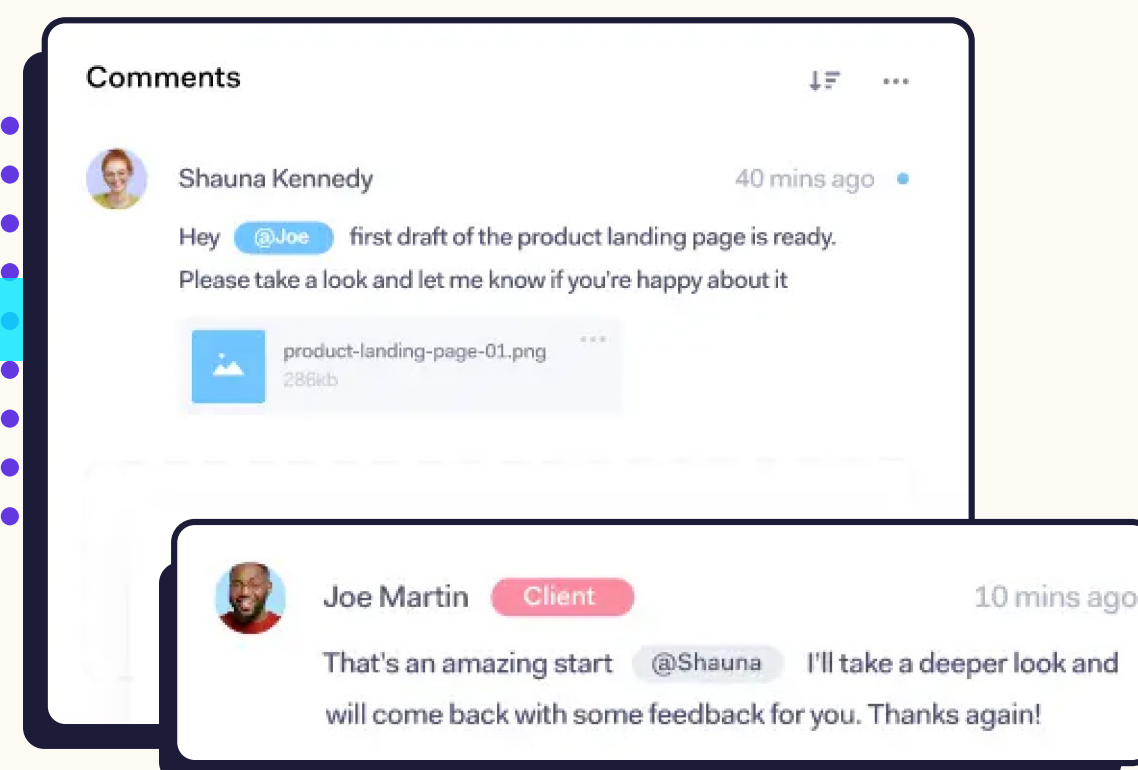
While October had the most completed tasks of any month, overall, professional services teams had the least amount of completed tasks in Q4 compared to every other quarter.

STEADY PRODUCTIVITY

Professional services businesses maintained productivity throughout the year better than any other group in the report with only one month having less than a 7% task completion rate.

HOLIDAY SLOWDOWN LINGERS

Professional service teams had the steadiest productivity throughout the year compared to all groups in this report, but they do start the year slow with Q1 recording the second-lowest number of tasks completed compared to other quarters.



WHERE PROFESSIONAL SERVICES BUSINESSES CAN DO BETTER

PLAN FOR SALES GROWTH IN 2023

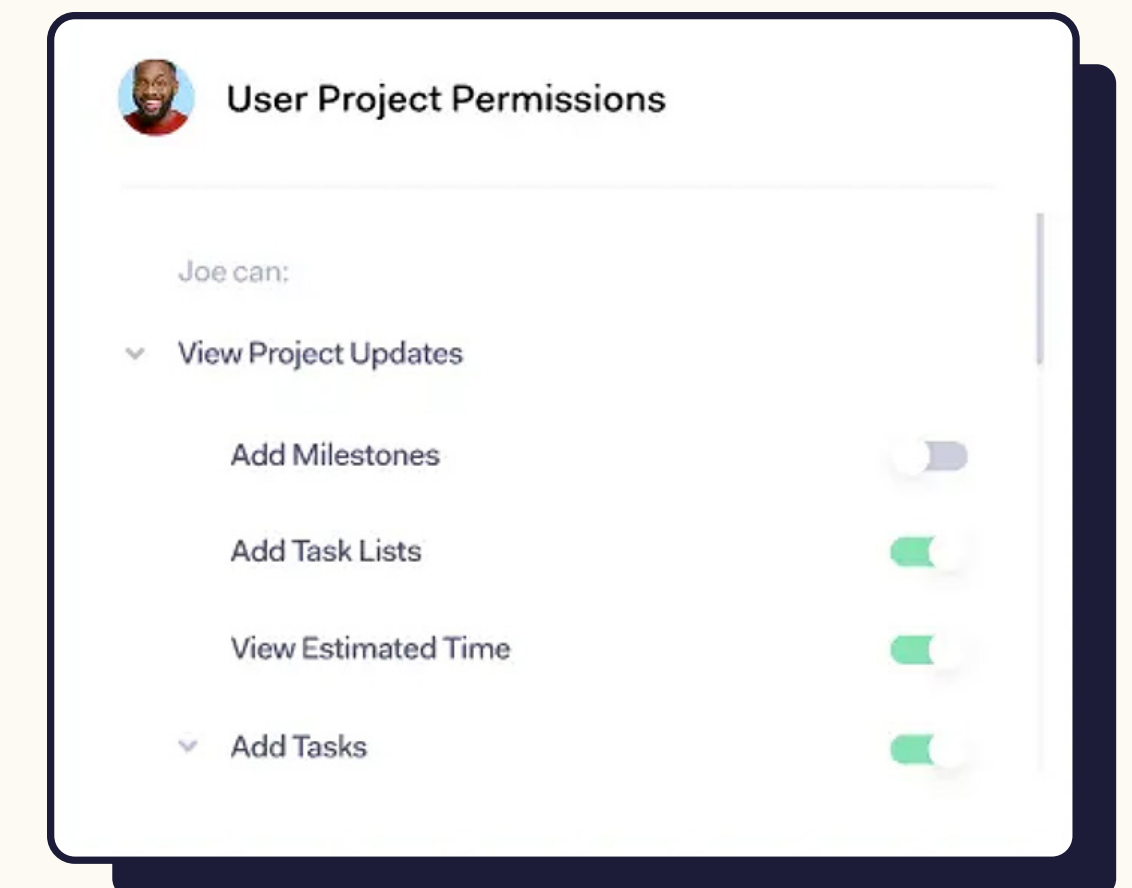
Due to the pandemic, 80% of business development professionals within the professional services industry said their success metrics shifted and only 24% felt confident in future organizational growth. Use the slower months to strategize for growth in the upcoming year and give your sales team the resources to retrain and learn new metrics.

USE THE WINTER SLOWDOWN TO GO BIG FOR YOUR CLIENTS

Send out gifts and even plan a personalized experience for clients during the slower productivity months. A digital (or potential in-person) fireside chat or client appreciation winter event will reap benefits and keep them around for years to come.

CREATE STRONGER ALIGNMENT WITH CLIENTS

Professional services organizations live by high-efficiency principles, which is why client collaboration is so crucial to productivity. Teamwork allows you to [invite clients](#) to the system for free so they have more visibility into your workflow and a streamlined connection to your team.



PRODUCTIVITY FOR

DEVELOPMENT AGENCIES IN THE U.S.

Development agencies are unique. Not only do their tasks span across the entire organization, but this group often works as a delivery team, which is why developers rely more on task completion to measure overall productivity across the team.



TUES.

MOST PRODUCTIVE DAY OF THE WEEK



FRI.

LEAST PRODUCTIVE WORK DAY



MOST PRODUCTIVE DAY OF THE YEAR:

SEP 27, 2021

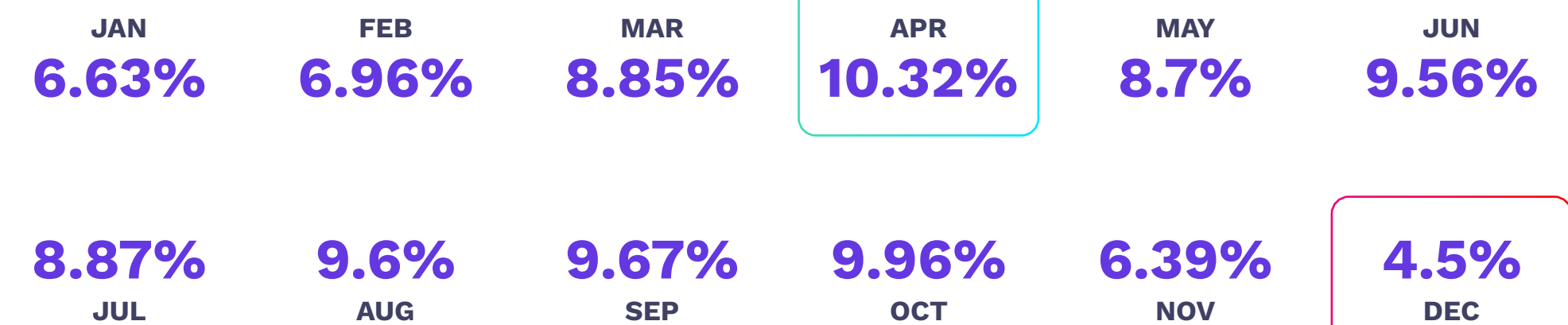
WHAT THE DATA SAYS ABOUT

DEVELOPMENT AGENCIES

DAILY TASK COMPLETION RATES IN 2021: DEVELOPMENT AGENCIES



MONTHLY TASK COMPLETION RATES IN 2021: DEVELOPMENT AGENCIES



WHAT STOOD OUT FOR DEVELOPMENT AGENCIES

END OF THE WEEK PUSH

Development agencies had the most productive Friday compared to all other groups in the report.

END OF THE YEAR HALT

Development agencies also had the least productive month out of all other industries (4.5% of tasks completed in December).

SPRINGING INTO PRODUCTIVITY

Most groups had their most productive month in the summer and fall, but not development agencies. This group had the earliest, most productive month (April) compared to the other groups.

WHERE DEVELOPMENT AGENCIES CAN DO BETTER

AVOID DISTRACTIONS AND MEETINGS ON FRIDAYS

Friday is a big day for many developers to finalize projects and deploy. Consider a “Meeting-free” or “Focus Friday” where devs can truly go heads-down on the work they need to complete.

THINK OF WAYS TO ENHANCE PRODUCTIVITY IN DECEMBER

Slow Decembers are common, but they can still be productive. A hack week or a “clear the queue” week can be a nice way to find internal innovation and start the new year with a clean plate, respectively.

PUSH FOR MORE CONSISTENT PRODUCTIVITY

Development agencies saw the biggest difference between least and most productive months (a 5.82% change in tasks completed). Try to create more opportunities to steady the productivity ship. Use Teamwork’s [Task Report](#) to get detailed breakdowns of things like tasks completed, logged time, estimated time, or overall progress.

Project Report: Campaigning (Design Partners) [Download PDF](#)

Portfolio Column Tags

Draft x Content x

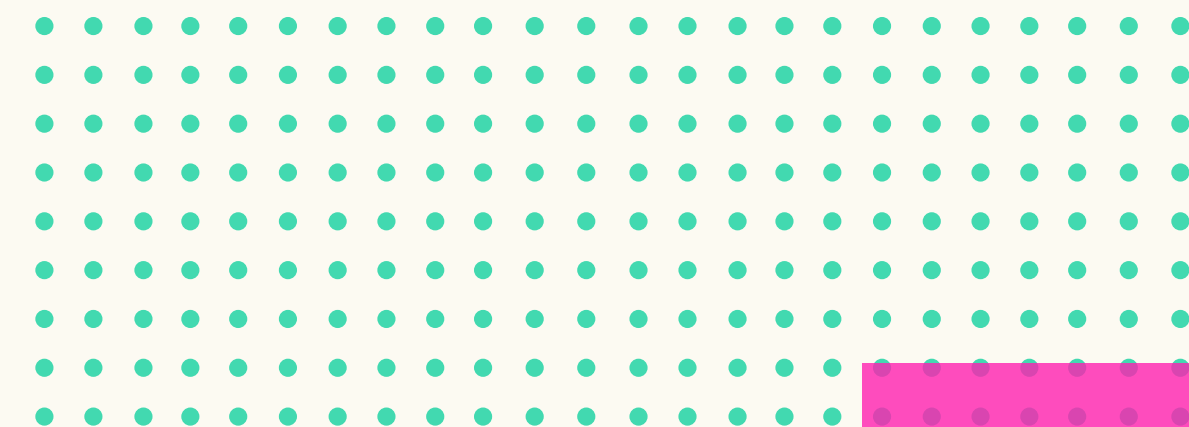
Emer O'Sullivan (07/07/2021 03:36)
Project is running two weeks behind.

Milestones and associated tasks ● Completed ● Upcoming (next 7 days) ● Today ● Late

Milestone	Description	Date Due	Responsible	Status	Days Late	Date Completed
Launch		29 Jul (2021)	Emer O., Lee B.	Late	Due 83 days ago	

Events

Task	Description	Start Date	Date Due	Assigned To	Date Created	Priority	Progress	Status	Est.	Non-billable	Billable
Second			29 Jul (2021) (83 days ago)	Anybody	25 Nov (2020)		0%	Not started	None	None	None
Show Launch	Meeting to discuss show launch. View Slack message	20 Jul (2021)	20 Jul (2021)	Anybody	20 Jul (2021)		100%	Completed 23 Jul (2021)	None	None	None



WHERE TO GO FROM HERE

There's no single answer that will increase productivity for everyone. Client services teams may work similarly, but that doesn't mean they're the same. It's up to team leaders to spot their own productivity trends and make critical – and sensical – decisions to ramp up or slow down.



This report gives us incredible insights into when client services teams work their best and when they're the least productive. Hopefully, this data gives teams more confidence in a time where there's still a lot of uncertainty. But it takes more than some words of encouragement to drive healthy productivity.

Teams need a centralized location to communicate and easily access information needed to tackle projects. When your team has quick access to project deliverables, requirements, and other important information, data shows they have the potential to increase productivity by up to 25% across the board⁷. This is why it's a must for client services teams to use project management software that is specifically designed for their needs.

But project management software has to do more than track productivity alone. Client services teams need the right tools to easily spot problems with the available resources and reallocate work across the team evenly. They also need software that promotes collaboration by inviting clients to the system for free.

Teamwork isn't just project management – it's the all-in-one project management platform made for teams and client work. Thousands of client services teams across the globe rely on Teamwork every day to get work done. And when it comes down to it, that's what productivity is all about – working together with everyone on the same page.

[TRY TEAMWORK FOR FREE](#)

RESOURCES TO KICKSTART PRODUCTIVITY IN 2022

If you're looking for more productivity resources, we've got you covered. Use our templates and detailed guides to dig deeper and uncover insights into your team's productivity.

TEMPLATES

[MARKETING CAMPAIGN TEMPLATE](#)

Create your best marketing campaigns and take the guesswork out of planning and executing your digital marketing campaign.

[NEW CLIENT ONBOARDING TEMPLATE](#)

Make onboarding a new client a breeze and give them the VIP treatment — and a great first impression.

[INVOICE TRACKER TEMPLATE](#)

Keep track of invoices and get ahead of late payments to better manage essential details between you and your clients.

BLOGS

[HOW TO CREATE A PROJECT TIMELINE: THE ULTIMATE GUIDE](#)

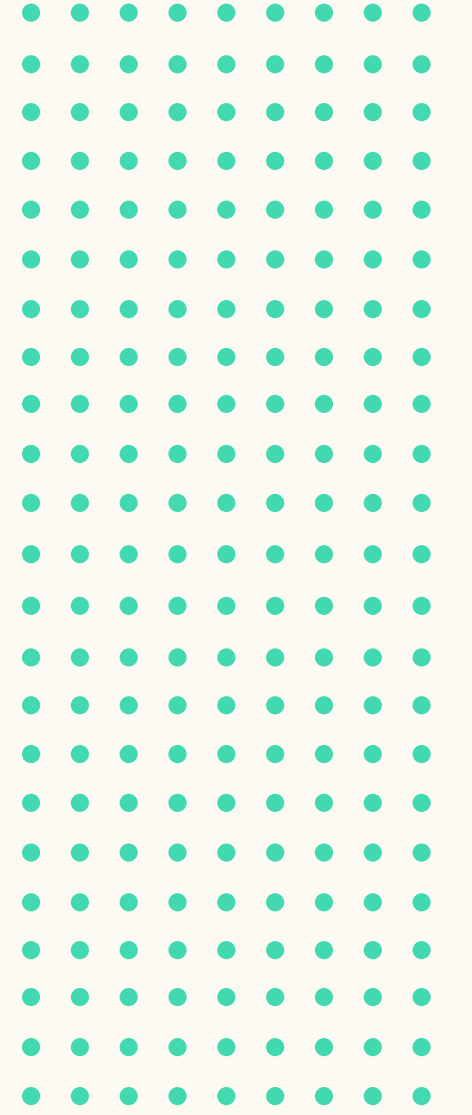
Learn how an effective project timeline allows you to bulk schedule tasks so that you can see what needs to be done and by when.

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