

Case study:

COMPASS



Navigating Enterprise Time Tracking

**How Compass uses automation
to coordinate its workforce**

by Timely



Real estate brokerage Compass leverages Timely’s automatic time tracking to coordinate and unite employees across more than 20 US markets.

The Challenge

Compass is a technology-focused real estate brokerage in the US seeking to reinvent the real estate transaction experience. With 17,000 unparalleled agents and employees active in 20 different markets, they have formidable means to do so, but success requires visibility and coordination. Maintaining objective, accurate employee time data in a company of Compass’ size is notoriously difficult. That’s why the team turned to Timely to automate the process. “Before finding Timely, our understanding of how our teams spent their time was based on scant data, educated assumptions, and instinct”, explains Senior Agent Experience Manager, Beau Clark. “With Timely, we can determine where we have excess capacity, so we can support markets whenever we are understaffed, and reprioritize work that is the highest leverage to the business.”

“Timely combines what is efficient about automating time tracking without sacrificing employee trust.”

— Beau Clark,
Agent Experience



Company

Compass

Industry

Real-estate

Global HQ

New York

Size

17,000 agents

2,000 employees

Problem

To accurately understand how Compass employees spend their time in more than 20 markets across the United States.

Priorities

Employee privacy

Accuracy

Efficiency

Ease of use

Rich insights

Results

Shows excess employee capacity across Compass’ markets.

Frees employees to focus on the requirements of their position.

Provides clarity for customer experience and scalable support solutions.

Identifies tasks ripe for self-service or automation.

Provides insight on productivity and time management.



Trial

Compass ran trials of five time tracking tools across various departments and markets before deciding on Timely. During the pilot, four different customer-facing teams used Timely to track their time: Agent Experience Managers, Enterprise Technology Associates, Office Administrators and Transaction Operations Specialists. Each team's leadership was able to create "clients" that allowed employees to classify time spent on activities that were department-specific.

In all, approximately 350 employees used Timely to track their time. Compass asked employees to track customer-facing interactions, internal meetings, projects and administrative tasks in Timely in order to understand what percentage of employee time was spent in direct support of customers, and what the volume drivers of those interactions were.

They also extracted data from Timely in order to provide week-on-week reporting to their Senior Leadership Team so that Compass' leaders had actionable insights into which markets and teams were over- or under-utilized.



Experience

Automation

Timely's automatic time tracking features stood out during the trial period. Instead of managing start/stop timers or writing notes, employees allowed Timely to capture all their activity in the background for them. "The ease of use allows employees to focus on the requirements of their position, instead of tediously keeping track of daily activities", explains Beau Clark. This in turn helped to reduce overhead spent on time tracking: "Time tracking with Timely takes no more than five minutes per day."

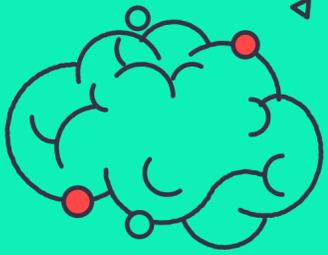
Employee privacy

As a company conscious of its culture, Compass also favored Timely's central focus on employee privacy. Each user's automatically captured data stayed completely private; no manager could access or take screenshots of it.

While Timely used AI to draft timesheets for users, it still required active employee consent to make them public. "Compass employees adore that they can trust Memory to track all their computer activity without automatically sharing it with the company", reported Beau Clark. "Everyone stays in control of their data".

Usability

Aside from making the time tracking process more user friendly, Compass found Timely also facilitated data management and reporting. "Our People Managers also adored Timely's reporting functionality", said Beau. "It was incredibly easy to set up Managers as 'team leads' so that they could have insight into their team's activities and proactively coach direct reports based on the trends their time tracking data illustrated."



Value

The data produced by Timely provides clarity that will help Compass understand how to improve the customer experience and move towards scalable support solutions. Automatic time tracking has also helped Compass identify tasks that are ripe for self-service or automation (in turn freeing up time for employees to focus on more valuable, higher skill-set tasks).

Perhaps most importantly, Timely was popular with employees and managers alike. Employees really value the simplicity of the tool, which made adoption and team onboarding straightforward. According to one Compass employee: “Timely was easy to learn, and is easy to use. It makes the process of time tracking very smooth.”

Its rich insights have helped Compass managers deliver quality employee support. According to one Compass People Manager: “Timely helps me more concretely understand what my [direct reports] spend time on, and provides useful insights when talking about productivity and time management with employees during 1:1s.”

“After running pilots with several other time tracking tools, Timely is by far the best time tracking tool available for enterprise companies. **Period.**”