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## STAFF UTILISATION REPORT

NAME	4-WEEK TARGET	CHARGE TARGET	UTILIS'N TGT %	TOTAL HOURS	CHARGE HOURS	NON-CHARGE HOURS	TOTAL % OF TARGET	CHARGE % OF TOTAL	NON-CHARGE % OF TOTAL	UTILIS'N %
Martin Crehan	152.00	95	62%	142	129	13	93%	9%	0.00%	85%
Barbara Naim	142.50	114	80%	100	80	20	70%	20%	0.00%	56%
Gareth Lewis	152.00	152	100%	82	70	12	54%	15%	0.00%	46%

**WHAT IS STAFF UTILISATION?** It is the analysis of the time that staff members spend on billable work.

**WHAT DOES THE REPORT DO?** It shows the hours that staff members were available for the period selected, compared with the hours worked on chargeable and non-chargeable jobs, and gives analysis against targets.

ALL ESTIMATES BY SYNERGIST, BASED ON USER INTERVIEWS

**USAGE**

CONSIDERED 'ESSENTIAL' BY THESE ROLES

- MANAGING DIRECTORS
- FINANCE DIRECTORS
- STUDIO MANAGERS
- FINANCE / ADMIN
- ACCOUNT MANAGERS

USED BY SECTORS

- CREATIVE AGENCIES ✓
- DIGITAL AGENCIES ✓
- PR CONSULTANTS ✓
- MARKETING-AGENCIES ✓
- IN-HOUSE MARKETING ✓
- OTHER PROFESS'L SERVICES ✓

FREQUENCY MOST USED

- DAILY
- WEEKLY ✓
- MONTHLY ✓

**PRIMARY BENEFITS**

- 1 KNOW WHERE THE PROBLEMS ARE LOCATED**  
Merely suspecting you've a utilisation problem isn't enough. You need to know the extent and the precise location
- 2 INVALUABLE DATA FOR DECISION-MAKING**  
Hire more freelancers? Or manage non-charged time better? Without the right information you're working in the dark.
- 3 STEERING THE SHIP: SETTING REALISTIC TARGETS**  
Targets only make sense if rational. What's realistic? What's needed for profitability? Good, real-time data can tell you.

**IMPACT ON COMPANY**

- SAVES TIME: 8
- REDUCES LEAKS OF CHARGEABLE TIME: 10
- GIVES EARLY WARNINGS AND ALERTS: 6
- INCREASES CONTROL AND VISIBILITY: 10
- IMPROVES CASH FLOW: 4

**TYPICAL USER COMMENTS**

**IT'S ALL ABOUT CHARGEABLE vs NON-CHARGEABLE**  
WITHOUT A GOOD HANDLE ON THAT *you're lost*

WE USED TO BE CONSTANTLY SWEATING OVER WHETHER TO HIRE OR NOT  
*Now we've got DATA THAT'S OBJECTIVE*

**SPINOFF BENEFITS**

- OVERLOADING**  
Being in the dark about staff utilisation goes both ways. Which of your team are working way too many hours? Burnout and staff resentment issues are real.
- MINIMISE THE NON-CHARGEABLES**  
It's been said that the key to increasing the chargeable hours is to fix the unchargeable hours problem. Nail that and the rest follows.

**KEY WORDS**

UTILISATION

TIME EFFICIENCY MATERIALS  
AGENCIES ESTIMATE v ACTUAL  
PROFITABILITY CASH FLOW LIVE VISIBILITY

**CLEVER STUFF**

**BUILT-IN INTELLIGENCE**

**Chargeable vs non-chargeable**

The system automatically segregates chargeable from non-chargeable hours, making comparisons intuitive. And it automatically excludes Bank Holidays and other non-working days from the calculations, so you get realistic information

**BIG PICTURE**

- PROFIT LEVER NUMBER 1**

**One of two crucial levers at your disposal**

If you're looking for the key levers in your business that drive profitability, when it comes to reporting there are two. This is one of them. It focuses on you getting overall utilisation up and non-chargeables down. 'Essential Reports'? This one could hardly be more so.