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9 Signs Your Current Time-Tracking “**Solution**” Isn’t Working—and What To Do About It

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You have a problem:
Late and inaccurate time tracking

What if you could:
Implement a revolutionarily EASY time-tracking tool

That would ensure: Resources are allocated. Hours are tracked. Invoices are accurately generated. Clients are billed. Revenue is earned and realized.

The solution:
Dinvy’s BNE.

For most business owners, lack of visibility into time management is one of their biggest headaches, and it has never been an easy fix—at least until now. **Simple, easy-to-use time tracking** is the best thing you can do to improve productivity, ensure billable hours are accurate, and improve time management. That’s why **the right time management system is critical to your growth.** In any professional services business, every aspect of your day-to-day depends on how your employees spend—and document—their time.

It won’t come as a surprise that wasted time is the leading concern for project managers. As Christopher Bolick, lead faculty in the project management programs for Northeastern University’s College of Professional Studies, puts it, [“Time management is essential in project management \[because\], often, time is a project manager’s scarcest resource.”](#) Project managers are “always in a time crunch or trying to beat the clock to deliver what a customer is after in a certain time frame,” Bolick explains.

Why is wasted time so dangerous for a business’ bottom line?

What exactly does “wasting time” mean in a professional services context? Unfortunately, it often means **working on mundane tasks that can easily be automated**, time spent on projects with ultimately little (or no) ROI, wasted cycles, billable hour omissions, and other significant revenue leakages.

Key findings from a study by Salary.com revealed that [35% of employees waste time at work](#) because they’re not challenged enough, and 34% said they waste time because their hours are too long, **telltale signs your resources are not appropriately managed.**

“ More alarming, the most frequent time-wasters are your top people: 67% of respondents with doctorate degrees, 66% of respondents with bachelor’s degrees, and 65% of those with master’s degrees said they waste time at work. ”

As your business grows, the number of hours required for each project often exceeds the resources you have available to deliver. The answer may lie in additional hiring, but it can often be addressed with more efficient time allocation. Before assessing project status, you need to know what everyone is working on to ensure each team member’s time is appropriately allocated, tracked, and billed. **Accuracy keeps your team on track and their work aligned with project objectives.**



Overseeing various projects, each with team members, milestones, and goals, means juggling many details. If you’re like most PMs, you catch up with everything when you can, and on some days, you’re too busy putting out fires to do more than glance at upcoming red flags. You need **an easy way for each member of your project teams to better manage their own time** and a simple, high-level overview of what’s happening across your organization.

Without adequate time tracking, you may be missing crucial resource allocation issues and other important administrative data. The lack of visibility could result in some projects running over budget and time underbilling on others. Your customers won’t be happy, and your bottom line won’t be healthy. **If you suspect you have a time tracking problem, it’s time to take action.**

How do you know if you have a time tracking problem?

Intangibles like lost time can be invisible. Do you know where your time (and money) is spent? Here are **nine signs that you have a costly time-tracking problem:**



Fewer billable hours than expected

You know how many hours are quoted in your contractual agreement, but the numbers don’t add up. Either you’re missing milestones and your project is behind schedule because the work isn’t getting done, or the work is getting done but that work goes undocumented. Either scenario is a significant problem and one you need to solve quickly.



Project managers are doing all the wrong things.

One telltale sign of bad time management is how PMs spend their time. If you or your project managers spend time doing these things regularly, you have a disaster waiting to happen:

- Juggling priorities when there are resource conflicts between different projects that all need attention.
- Nagging team members to better allocate their time.
- Chasing down individual workers for status updates on upcoming milestones.
- Discovering and reporting problems during status reports after it's too late to recover.
- Replanning and reorganizing to prevent projects from going completely off the rails.
- Final-quarter Hail-Mary plays to finish one project on time while robbing resources from another project.



Your management team has much better things to do.



You notice your team logging time weekly instead of daily.

Switching projects to log hours properly can be time-consuming and disruptive to workflow. As a result, workers neglect to do it. They may be using all kinds of workarounds, like writing it down on paper or tracking in a spreadsheet or program incompatible with yours. Or even worse, trying to reconstruct their day or week from memory. Human error is one of the most egregious ways money can disappear from your bottom line. Taking humans out of the equation with automation is the surest way to ensure accurate hour tracking.



You don't have visibility on resource allocation.

If you have to ask what everybody is doing, you have a problem—and if they aren't tracking their time, you have to ask. How can you keep projects on track if you don't know who is working on what and for how long? Resource allocation visibility is one of the most powerful tools you can deploy in a service business.

When your systems lack visibility, errors and omissions are inevitable. Your accounting is guesswork. Team members are overworked or underworked due to poor management, and projects get too little attention or too much attention, leading to missed milestones or cost overruns. You can't afford haphazard billing practices with your company's reputation at stake.



Revenue recognition is a mess.

Because professional services business generate intangible products, **revenue recognition can get complicated, especially when there are many moving parts**—multiple departments working on different aspects of a project, each with goals, milestones, and contractual hours.

According to the Financial Accounting Standards Board (FASB), [“revenue recognition standards](#) recognize revenue in a manner that depicts the transfer of goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services.”

In simpler terms, companies can include services already performed on their income statements, even if payment hasn't been received. For accurate revenue recognition and accurate income statements, companies must:



Identify the contract for services rendered.



Detail the performance obligations (billable hours services performed during the time period).



Match the services and contract terms.

With the reporting criteria met, companies can claim recognized revenue for services completed, even if the project is far from completion, as long as there is a reasonable expectation of payment. **Accurate revenue recognition means more accurate statements to investors and other financial entities.**



You ask people to log their time at the end of the month.

When team members aren't keeping track of hours spent on projects in real-time, it's a huge problem, and it's more common than you might imagine. If your managers are spending their valuable time reminding workers to log their project hours, it's not only wasted time; it's **guaranteed to be inaccurate.**



Projects get delayed due to capacity, but you don't have reporting on capacity.

Equitable asset allocation is the surest way to keep revenue flowing and maintain a healthy company culture. When you know where everyone is on a project, **you can effectively assign tasks to keep projects on track** and avoid overwork for some and underutilization for others. Simplified reporting is the most efficient way to allocate resources and ensure all your projects get the attention they deserve.



Reported hours don't correlate to billable goals (or you don't have those reporting metrics).

It's not enough to keep track of time—every hour must be assigned to a project, whether billable or administrative. Comprehensive reporting will show how much time your people spend on what's most important.



Projects are assigned by feel instead of capacity-based utilization.

Asset allocation should never involve guesswork. If your managers constantly put out fires by assigning people to neglected projects before they become critical, your assets are inefficiently managed.

Considering time tracking solutions but don't know which one to choose?

Most companies have a time tracking solution, but they aren't always effective, accurate, or practical. So, let's look at your choices and find the solution you really need.



1. Pen and paper

The number of companies that still allow tracking by hand is surprising. There's no reason or excuse for projects managed on Post-it Notes or logged in a notebook and then digitally entered later.

Why this method doesn't work: Too many things can go wrong. Spills, smudges, forgotten or illegible entries, and human error are unavoidable. It also requires twice the effort—once to write down hours and then reconcile the hours against projects, which can be a costly time-suck on administrative tasks rather than billable tasks.



2. Desktop or kiosk time clocks

Time clocks are a great solution for companies where workers make widgets for retail sales. However, clocking in is inefficient for professional service businesses dealing with multiple projects where the product is time spent.

Why this method doesn't work: To meet deadlines, most talent has to divide their time between different projects, logging billable hours and administrative tasks. While some digital desktop time clocks may be sophisticated enough to log in and out of tasks, **it's disruptive to workflow and inefficient.**



3. Mobile apps

Company mobile apps are becoming common and they can be a great solution, with some drawbacks—most notably, the cost to customize the app to meet your needs. But that’s not the biggest issue.

Why this method doesn’t work: Assuming your app is well-developed, customized, and updated with each project, **your employees will need not only to switch programs but switch devices to log their time.**



4. Geofencing and GPS tracking

Tracking physical location can be an intuitive solution for a mobile task force where your reps are out in the field servicing customers.

Why this method doesn’t work: For any business that **does not depend on hours spent at a customer’s property, this method is a non-starter.** How would it help to know your workers were in your building for eight hours without knowing how they were spending their time?



5. Biometric clock-in

Using biometrics to log time is a great way to ensure workers aren’t logging time for absent friends if that’s a problem you deal with.

Why this method doesn’t work: This is another distracting solution that **blocks workflow and does not provide the level of tracking you need** to manage multiple projects and billable vs. non-billable hours.



6. Browser plugins and URL tracking

Many time-tracking software programs rely on URL tracking to monitor how employees spend their time.

Why this method doesn’t work: Researchers and creatives have 32 tabs and four or five programs open at a time. **Knowing what tabs they have open doesn’t provide insight into what they are actually doing.** You might out a few social media time wasters, but you won’t learn more about how work hours are spent.



All of these programs do something, but none of them do what you need: **accountability, transparency, and actionable recommendations.** If your only goal is to log how many hours people are at work, almost any solution will do. However, professional services businesses need more info on how time is spent and actionable insights to inform asset allocation. None of these solutions comes close to providing the level of detail you need, and they certainly do not help you manage projects, allocate resources, or figure billable hours.

You need a time-tracking solution that actually works—that's Dinvy's BNE!

Dinvy does not resemble other solutions. It's an entirely new way of looking at time tracking.

Dinvy's bot notification engine (BNE) is unique. **It's designed to simplify time tracking and hourly billing, provide actionable insights, and end the barriers to adoption.** There's no learning curve. It's so easy to use that there are no excuses.

The Dinvy difference is our Bot Notification Engine (BNE). It works by integrating with all your systems to access contract details and send reminders to everyone on your staff about requirements, deadlines, and projects that need attention. All those details your managers used to have to track and balance.



Then it sends bi-directional, actionable prompts directly to the users' preferred communication channel—MSTeams, Slack, or Zoom. **There's no program to open, no reports to run, and no break in workflow.** Our BNE sends a message when something needs to be done. For example, if you need a team member to log billable hours on a specific project to meet contractual requirements, you can set up Dinvy bot notifications to

remind that team member to not only track their time but even to remind them when they're hitting their allocated hour threshold. At the end of the day or in the morning, the BNE sends notifications to the project management team with time reports, providing **total visibility into what each team member is getting done each day and where the projects stand.**

How Dinvy answers all your time-tracking and billing issues

Real-time hourly tracking:

Managers and workers always know precisely where they stand on billable and administrative hours. If managers spend more time in endless meetings than getting work done, Dinvy lets you know. Find out where your money really goes.

Reporting:

Dinvy delivers whatever you want to know, when you want to see it. Keep track of multiple projects and an endless number of in-house or remote workers.

Accountability:

Workers can't forget or neglect to log hours. There's no excuse; Dinvy even delivers notifications in the user's preferred language to cut down on misunderstandings and mistakes.

Accurate resource allocation:

visibility and accountability ensure that talent is not underused or overtaxed. Dinvy helps you balance your resources to ensure everything gets done and resources are well balanced across projects.

Hit milestones and deliver projects on time:

Dinvy's BNE tracks all the details so that you can stay on top of the big picture.

Accurate billable hour tracking:

your billable hours won't be forgotten or assigned to the wrong project. By removing the need for people to keep track of their own project hours, Dinvy ensures accurate billing.

Revenue recognition:

know exactly what's in the budget with Dinvy. You'll be able to see what's completed and match hours to contracts, so you and your investors always know where you stand.

Matching hours to projects:

no more scrambling at the end of the month to figure out what hours were spent where. It's already done.

Cut down administrative hours:

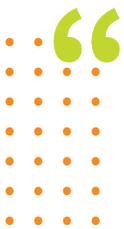
you won't be paying people to do **data entry logging, chase down mistakes, or put out fires.** You won't even need managers to remind workers.

Work flexibility:

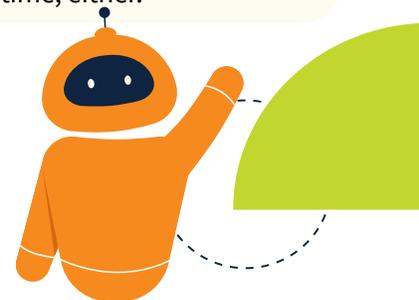
COVID changed the way we work, probably for the long-run. Research by Robert Half shows 74% of workers said they prefer working from home more frequently, and one in three said they'd look for a new job if forced back into the office full-time.

No guesswork:

your business doesn't fly by the seat of its pants, so why should your project managers? The transparency generated by Dinvy means your PMs won't have to rely on gut feelings to make assignments and move resources, and they won't have to generate reports from each project and try to figure out the best use of your teams' time, either.



With Dinvy on your side, your employees can track their time consistently, no matter where they are.



Dinvy's BNE takes all the guesswork out of your business operations. We give you the tools to know what's due, what needs attention, how much money is in the pipeline, and which workers are most and least productive. And all the information comes directly to you. Dinvy BNE is your personal assistant, your work supervisor,

and your window into how every team member is spending their time.

Are you're ready to automate the mundane daily tasks and stop all those fire drills?

Contact Dinvy today: level up your time tracking game and sail toward more efficient operations.