

Spending 83% Less Time on Compensation Recommendations

Baylor University Uses MarketPay to Increase Efficiency and Make Compensation More Strategic



Employees

1500 staff, 900 faculty



Product



Industry

Higher Education



Region

Texas

The Challenge:

While Baylor University operates with a 25-person HR team, the compensation department is a team of one. This translates to a huge amount of work for the institution's lone compensation manager, Michelle Huse, especially considering most university campuses run like small cities. "I can go from needing to comp a doctor, to needing to comp a police officer, to needing to comp a veterinarian in one day," said Huse.

Previously, the department's existing compensation system was also problematic. Everything was done manually, with data from eight external surveys housed in Excel. "For comp evaluation requests, I would do word searches through Excel to find a good benchmark. Then I had to pull that data over to a separate spreadsheet and manipulate it," said Huse. "Our matches were good, but there were consistency issues because we didn't do a great job of housing or keeping track of previous matches. We also didn't have a lot of capability to run reports or present the data in a way management could understand."

Why MarketPay:

- Saved time and increased efficiency
- Increased confidence in HR department recommendations
- Began using compensation strategically
- Stayed ahead of new FLSA requirements

When the HR department reorganized, placing compensation under talent management instead of benefits, the current system's shortfalls became even more apparent. Not only did a single, ad-hoc comp evaluation take an hour (or more), the lack of real-time information and reporting capabilities made it almost impossible for HR to use compensation strategically.

Baylor began relying on PayScale's MarketPay in 2015. HR can now access all surveys on one platform, making it far simpler—and faster—to create, manage, and analyze compensation across hundreds of positions. "The three things I can attribute to MarketPay directly, as far as impact on Baylor and our comp processes, are quality, consistency, and efficiency," said Huse. "I get calls all the time from other software vendors, but I don't even want to entertain the idea of using someone else, because I love it so much. And obviously the service is out of this world."

The Results:



Saved time and increased efficiency.

Before MarketPay, HR needed 12 months to benchmark 1,500 positions. Today, that process takes less than a week, enabling Huse to focus on more strategic projects, like executive compensation and FLSA requirements. "With MarketPay, I just load all my data and benchmark everything. It's much faster because everything is in one place, and it's so easy to use."

Huse is also spending 83% less time on recommendations. "I can pull together an ad-hoc compensation recommendation in 10 minutes, instead of an hour," said Huse. "I wouldn't have had bandwidth to work on other projects before MarketPay. We would have had to rely on consultants. When I tell you that MarketPay changed my life, *it has seriously changed my life*. I can't imagine doing compensation work without it now."



Increased confidence in HR department recommendations.

With MarketPay's built-in analytics, Huse can create professional, data-driven reports in minutes. "Because the reports are easy to read, our leadership not only understand what the data is saying, they understand where the data is coming from. Their confidence has grown in HR's ability to provide recommendations. They know I'm not steering them down the wrong path."



Began using compensation strategically.

Prior to using MarketPay, compensation was stuck in an old role: that of a benefit. Today, compensation is a key component in Baylor's recruiting and retention strategy. "With MarketPay, we're less tied to policy and more concerned with what we can do to recruit and retain the right candidate," said Huse. "And because MarketPay is so varied, we have the ability look across all industries and all sectors. It's enabled compensation to become a much more strategic part of the conversation."



Stayed ahead of new FLSA requirements.

For Huse, changes to FLSA regulations have required the evaluation of more than 400 staff positions, a task that would have been very difficult to manage with spreadsheets.

Streamlining compensation analysis through MarketPay has also given Huse more time to focus on the details of the new regulations. "We're not like a corporation, where you can just say 'This is how it is.' We have to make the FLSA changes work for all our departments. That means having conversations. It's very high touch. Without MarketPay, I wouldn't have had the time to focus on this project."

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Michelle Huse,
Manager of compensation,
Baylor University

About PayScale

Cloud software, big data and unique matching algorithms power the world's largest real-time database of rich salary profiles giving PayScale the unique ability to provide job seekers and employers alike immediate visibility into the right pay for any position. Key capabilities include: creating structure, benchmarking, survey management, employee communication, analytics and trend reporting. In 2016, MarketPay became part of PayScale bringing its enterprise leading survey management solution to PayScale's suite of products. Our cloud compensation software is used by more than 5,000 customers including Bloomberg BNA, Verizon, Warby Parker, Dish Network and Signature HealthCARE.