Payscale

Payscale helps Ubiquity increase fairness and transparency around compensation

:ubiquity

Company
Ubiquity

Industry
Fintech

Employees
80 employees

Headquarters
San Francisco, CA

Situation and challenge

As one of the first flat-fee-for-service small business retirement plan providers in the nation, Ubiquity delivers peace of mind with zero hidden fees. Established in 1999, the company has been designated as one of the Inc. 5000 fastest-growing private companies in America for 11 years in a row.

Ubiquity is committed to acting fairly and transparently with customers. That philosophy is also applied to the company's workplace culture. "When we started the company, we spent a lot of time focused on revenue, but we realized employees weren't happy. So, we pivoted toward becoming a more employee and mission-focused culture," says Andrew Meadows, SVP of HR, Brand, + Culture at Ubiquity. "Today, you won't find a company as passionate, excited, or personable as we are."

Yet despite this success, Ubiquity still struggled with a crucial component of talent management: fair and transparent compensation. "People doing the same job still weren't being paid the same way. Increases were arbitrary and often based solely on cost-of-living increases," says Meadows. "And we weren't paying new hires in a consistent way."

> "With Payscale, we now have a transparent compensation philosophy, one where everyone is equipped with the same information."
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> **Andrew Meadows**
> SVP of HR, Brand, + Culture

Solution and outcome

In 2017, Meadows and his team began developing a new compensation framework. First, the team eliminated the use of arbitrary cost-of-living increases. Instead, employees would be expected to earn increases in one of three ways: by taking additional training, adopting more responsibility, or getting promoted. "We wanted employees to feel that compensation is earned, not granted," says Meadows. "We didn't want them simply waiting for an increase."

Simultaneously, the team implemented Payscale's cloud-based compensation tool designed to enable data-driven, transparent compensation management. "We selected Payscale over other vendors for several reasons," says Meadows. "It's easy to use and there's a lot of information on where the data comes from. Payscale also offers a fantastic level of support. We feel like we have a partner in compensation, with a level of service that we haven't found with other technology providers."

Benefits & results

| Reduced risk

| Increased transparency

| Simplified budgeting

| Enabled more strategic career pathing

| Enabled accurate location based pay

Reduced risk

With Payscale, Ubiquity can base compensation decisions on data, thereby eliminating favoritism, nepotism, and bias. "We want to be a company that is known for being a fair pay provider, not a company that's going to make the news because we aren't," says Meadows. "Payscale helps ensure we're paying fairly, regardless of gender, ethnicity, or other factors."

Enabled more strategic career pathing

With Payscale, Ubiquity's employees now know exactly what they need to do to drive pay raises. "The way Payscale has helped us the most is with our career pathing," says Meadows. "We can show people where they are now and what they need to do to increase their compensation over time. As a result, there's a shared vision of success, and managers and employees can be more collaborative in achieving performance goals."

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Andrew Meadows
SVP of HR, Brand, + Culture

Simplified budgeting

With Payscale, Meadows and his team can streamline budgeting for increases, new roles, and employee succession. "It's easier to budget because we can predict how much we are going to pay," says Meadows. "Payscale has allowed us to be more stable financially and more competent culturally."

Enabled accurate location-based pay

Payscale's location-based compensation data helps Ubiquity both attract and retain remote workers. "Seventy percent of our employees work remotely," says Meadows. "With Payscale, it's so much easier now to say, 'Here's how much we pay in this geographical area.'"

Increased transparency

Ubiquity prioritizes transparency with customers around fees; with Payscale, the company can offer employees the same transparency around compensation. "Everyone says 'Don't talk about pay', but that's not realistic," says Meadows. "In the right situation, in the right way, talking about compensation can be a powerful tool for development. With Payscale, we now have a transparent compensation philosophy, one where everyone is equipped with the same information."

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About Payscale

Payscale stands at the forefront of compensation data technology, pioneering an innovative approach that harnesses advanced AI and the most up-to-date and reliable market data to align employee and employer expectations. With its suite of solutions—Payfactors, Marketpay, and Paycycle—Payscale empowers 65% of Fortune 500 companies to make strategic compensation decisions. Organizations like Panasonic, ZoomInfo, Chipotle, AccentCare, University of Washington, American Airlines, and PetSmart rely on its unique combination of actionable data and insights, experienced compensation services, and scalable software to drive business success. By partnering with Payscale, businesses make confident compensation decisions that fuel growth and build value for both their organization and their people.

Create confidence in your compensation. Payscale. To learn more, visit **www.payscale.com**.

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