

Payfactors helped transform ZoomInfo's employee data into actionable compensation insights, instantly.



Company

ZoomInfo

Industry

Software

Employees

4,000

Location

Washington State



Payscale Info

Payfactors Advanced

Pay Analytics Dashboard
available for Profesional
and Advanced customers

Overview

The Global Compensation team at ZoomInfo had been manually downloading reports, comparing market data, and using spreadsheets to flag shifts. On top of the manual processes, the ZoomInfo team also faced a lack of real-time visibility in which they could share with their internal business partners. With Pay Analytics within Payfactors, they were able to quickly turn employee data into actionable insights.



"The Ranges to Market Dashboard in Payfactors has me all sorts of excited. Right now, I manually download reports, compare market percentiles to our current ranges, and use Excel formulas to flag significant shifts. This dashboard skips ahead to the good part—it shows shifts by job family and provides visuals that are helpful when building presentations to justify changes. Once we add job family data, this will be incredibly useful for making these decisions more efficiently."



Jessica Hensley

Director of Global Compensation, ZoomInfo

"During pay planning cycles, when talking with leaders, we can show them real-time data—like where compression is happening and what trends we're seeing. I think it could be a lightbulb moment for them, helping them think differently just by seeing the visuals you provide."



Amy Leckinger

Principal Compensation Business Partner, ZoomInfo

"The Analytics Dashboard in Payfactors is exactly the kind of tool we need. They will be incredibly useful for creating summaries or meeting with HR business partners. Being able to pull data on demand and say, 'Let's look at where everyone is in your org right now,' is so valuable. On the employee side, when we talk about compression, we could say, 'I noticed you hired three new people in this group, and all of them are above the average for current incumbents. Let's talk about it.' It gives us clear triggers for internal discussions and provides helpful visuals to guide those conversations."



Jessica Hensley

Director of Global Compensation, ZoomInfo

Payscale value statement

Pay Analytics in Payfactors includes five dynamic dashboards in the Jobs and Employees pages that turn your HRIS and Payfactors data into real-time visual analytics. Designed to unlock the full potential of your data, these dashboards provide a comprehensive view of your organization. Drill down, filter by fields like department or job level, and export insights for sharing. The more data you load into Payfactors, the more powerful these dashboards become.

Specific dashboards in Payfactors Pay Analytics include:

Annual pay spend

Track and manage your budget more effectively, with current snapshots of spending and allocations.

Cost to replace

Gain insights into the financial impact of employee turnover, enabling more strategic retention efforts.

Compa ratio or position in range

Easily assess and compare employee compensation to job ranges, ensuring competitive and equitable pay.

Ranges to market

Compare internal salary ranges against market data to ensure your compensation strategies align with industry standards.

Compression

Identify and address salary compression issues within your organization, helping to maintain fairness and morale.

Take the tour, start the transformation

Our suite of products has equipped thousands of companies to transform their compensation strategies. In the process, Payscale products have saved our customers thousands of hours annually while empowering their teams to hire and retain the best talent.

[Learn more about Payfactors](#)

About Payscale

Payscale stands at the forefront of compensation data technology, pioneering an innovative approach that harnesses advanced AI and 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.

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