

## BANDWIDTH

# DEVELOPING PRODUCTS WITH INTELLIGENT VOICE, MESSAGING, 9-1-1 ACCESS, AND PHONE NUMBER SERVICES.

**PayScale Helps Bandwidth Improve Performance and Enable Growth.**



**EMPLOYEES:** 300



**INDUSTRY:** Communications



**REGION:** United States



**PRODUCT:** PayScale Insight

Bandwidth is a Communications Platform as a Service company. They sell software application programming interfaces for voice and messaging, using their own IP voice network.

## THE CHALLENGE

One of Raleigh, North Carolina's 'Best Places to Work,' Bandwidth is a company on a roll. This provider of IP communications services, VoIP, and the owner of Republic Wireless, powers some of the biggest brands on the internet including Google Voice, Skype and Vonage. They have been growing rapidly over the past several years and now number more than 300 people. Of course this means that acquiring and retaining talent is increasingly crucial to their business growth. In the highly competitive Raleigh-Durham market, it was critical that they understand the dynamics of compensation for their key positions—those with unusual titles like 'NOC Techs' (Network Operations Center Technicians). They also have offices in 9 other US cities where they need to be competitive in pricing jobs.

## WHY PAYSACLE?

✓ Retain talent

✓ Improve performance

✓ Enable Growth

## THE SOLUTION: Payscale

Rebecca Bottorff, Chief People Officer at Bandwidth (and herself a CCP), felt that “there’s got to be a better way than traditional comp.” What she meant was that the old model of doing an annual salary survey, requiring companies to participate and spend time responding to it just for the privilege of purchasing a slice of the data nine months later, didn’t make sense to her. She found PayScale. PayScale Insight’s rich and ever-fresh data and cloud compensation software made sense to her. “It’s not just data submitted by companies with a vested interest in the outcome,” she added.

## THE RESULTS

Rebecca and her team now work with managers on compensation issues and adjustments in real-time using the always up-to-date data in PayScale Insight. “I will benchmark their job right there in front of them. Managers now feel empowered and confident about how we make compensation decisions,” she said. She feels that that Bandwidth’s spot on the Triangle Best Places to Work list is no accident, and that their compensation program enabled by PayScale is part of that. “PayScale helped us upgrade our talent and understand the value of young talent.”

**“PayScale helped us upgrade our talent and understand the value of young talent.”**

— Rebecca Bottorff, Chief People Officer

## ABOUT Payscale

PayScale offers modern compensation software and the most precise, real-time, data-driven insights for employees and employers alike. Thousands of organizations, from small businesses to Fortune 500 companies, use PayScale products to power pay decisions for millions of employees. For more information, please visit: [www.payscale.com](http://www.payscale.com) or follow PayScale on Twitter: <https://twitter.com/payscale>.