

TEXAS WOMAN'S UNIVERSITY

MOVING FROM INSIGHT TO INSIGHT LAB TO CREATE A STRONGER COMPENSATION STRATEGY

PayScale Helps Texas Woman's University Streamline Survey Participation and Increase Access to Compensation Data and Analytics



EMPLOYEES: 2058



INDUSTRY: Higher Education



REGION: United States



PRODUCT: PayScale Insight Lab

Texas Woman's University is a co-educational public university with campuses in Denton, Dallas and Houston offering programs in nursing, health sciences, education, the arts and sciences and business.

THE CHALLENGE

In 2012, Texas Woman's University turned to PayScale to streamline an existing six-month compensation process. With PayScale's Insight, HR teams no longer had to manually aggregate market data or individually review more than 430 staff positions. With Payscale's help, TWU saved tremendous time on job matching. Just as critically, Insight's expansive and detailed crowdsourced data meant that the university could address employee questions about pay with compensation facts, instead of guesswork.

By 2018, amid concern around the growing skills gap and talent shortage, university leadership knew they needed to be even more efficient around compensation. For the university's Manager of Compensation, Estela Long, that meant making her third party survey data more accessible and easier to use. Insight Lab seamlessly accepted the thousands of CUPA matches, enabling more streamlined survey management, and more accurate benchmarks.

TRANSITIONING FROM INSIGHT TO INSIGHT LAB

For Long, the move from PayScale Insight to Insight Lab was an obvious solution. "We were used to Insight and comfortable with it, but we saw Insight Lab as the future of PayScale and how it would give us additional capabilities and access to more data. We realized it would streamline our processes and automate more of our manual work, as well."

WHY SWITCH TO INSIGHT LAB?

"I would definitely recommend switching to Insight Lab. Not only is it user friendly, but it gives us a lot of data points and information to make decisions on salary. Plus, it's both accessible and fast!"

—Estela Long, Manager of Compensation, Texas Woman's University

According to Long, the transition from Insight to Insight Lab was a breeze. "Insight Lab is easy to learn. It's incredibly visual and everything is right at your fingertips. It's easy to go in, find positions, and search jobs."

THE RESULTS

INCREASED VISIBILITY. With Insight Lab, Long has immediate insight into key compensation data and analysis.

"Insight Lab is a better product experience for us because we can see all of our information in one unified place. It's so convenient," said Long. "Because it's so visual, I always know the status of my matches and what needs to be done. I can also quickly generate reports for leadership."

STREAMLINED MATCHING AND SURVEY PARTICIPATION. While the university had already eliminated significant manual work with Insight, transitioning to Insight Lab enabled additional automation of routine tasks. "It's so much easier to manage our CUPA data with Insight Lab because nothing is manual," said Long. "And having the CUPA survey within Insight Lab is incredibly convenient."

INCREASED CONFIDENCE IN DATA AND DECISIONS. Insight Lab seamlessly blends multiple data sources, making it easier for the university to make compensation decisions on the most up-to-date and wide-ranging information. "I feel good about our data, because with Insight Lab, our data is always being updated," said Long. "We use it daily, for every request we get for reclassifications and new positions."

SAVED TIME. Prior to PayScale, the university had to manually exchange data with seven other universities, a time-consuming process that meant compensation data was always outdated. "Insight Lab saves me so much time," said Long. "Everything I need is right here. I can find my market and data in minutes."

ABOUT PAYSACLE

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 or follow PayScale on Twitter: <https://twitter.com/payscale>.