

# Your guide to successful survey participation

Quick guide 

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## Let's just say it: participating in surveys is difficult

As the architect of your organization's compensation strategy, you recognize that participating in surveys is important. This doesn't mean it isn't challenging.

Collecting the data you need and ensuring your job matches are accurate requires time, patience, and (at minimum) four cups of coffee.

And the stakes are high. Failing to submit accurate data to third-party survey providers can cost organizations hundreds of thousands of dollars in additional fees. So, you need to get it right. Our compensation experts have worked with organizations across industries to assist in their survey participation process. We developed this short guide to help you minimize the time and effort it takes to participate in surveys and avoid costly mistakes.

Payscale partners with leading survey publishers, such as Mercer, Aon, and Culpepper, to deliver Survey Participation Templates that empower you to run reports directly, controlling how and when you participate in market surveys.

Discover the New Surveys  
Experience available to  
Payfactors Advanced customers.

See it in action





## Follow benchmarking best practices

Matching your incumbent jobs to participant jobs requires accurate benchmarking. Whether pricing a position or job matching for survey participation, look for at least a 70 percent match in the job content and level.

Surveys can contain dozens or even hundreds of data elements, depending on their granularity and focus. Always review your survey's methodology to understand the full scope of what you need to include.

### Here are some of the dos and don'ts of job matching:



**DO** match jobs based on description and level



**DON'T** match jobs by title (as these can vary widely by organization)



**DO** select the two best data cuts for hybrid positions and weigh them accordingly



**DON'T** match jobs by base salary



**DO** use your most up-to-date job descriptions and organizational levels



**DON'T** use degrees and educational credentials to match jobs unless it's clearly stipulated in the description



**DO** look at changes to jobs, as well as new or emerging jobs



**DON'T** factor in certifications or licenses to match unless they're in the job description



**DO** include updated yearly merit increases



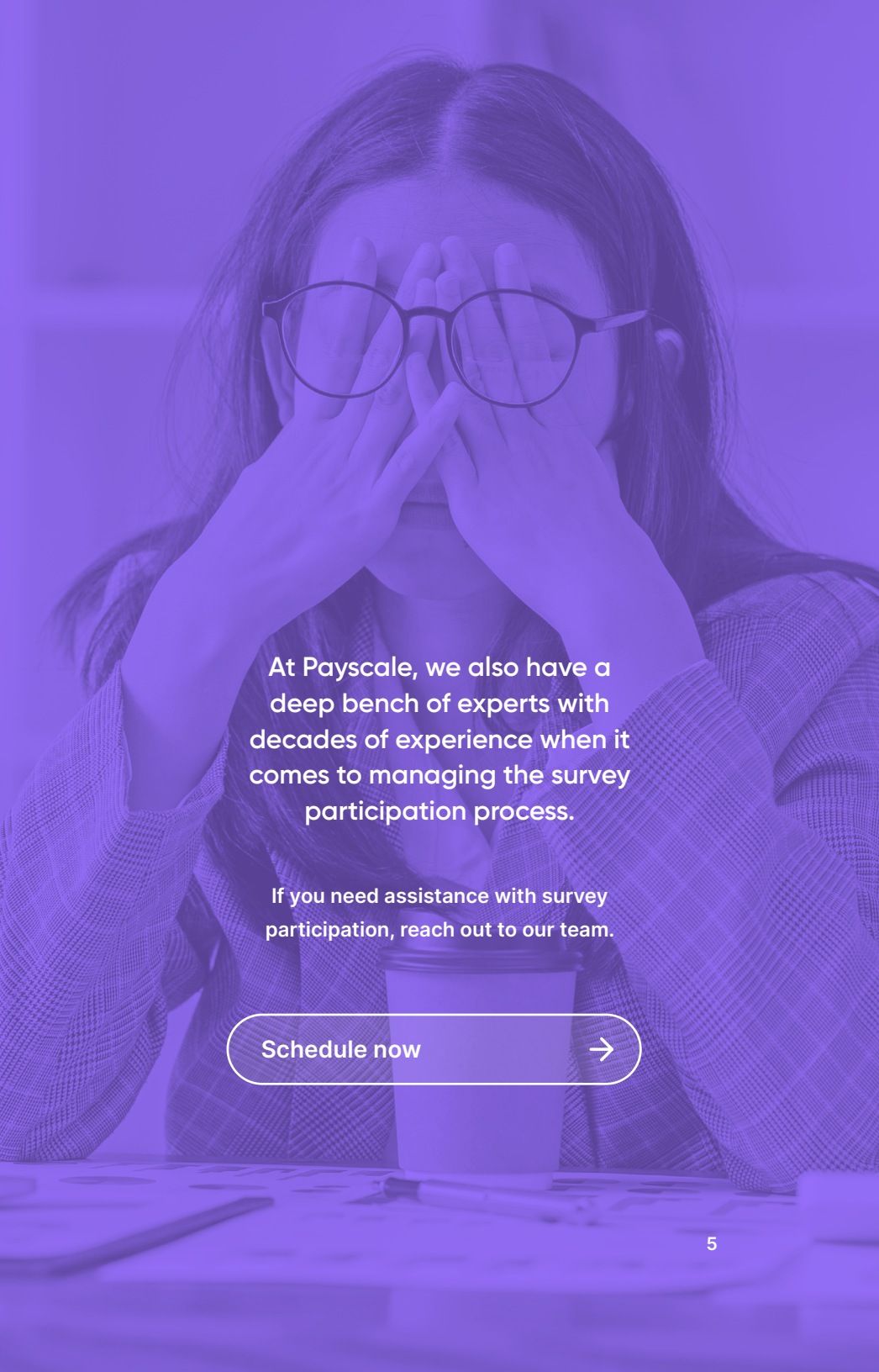
## Manage your survey participation workflow

While survey providers will often extend deadlines and work with you, follow-up inquiries often require more time later. Also, remember that the discount your organization receives for participating in surveys requires you to submit data within a specific timeframe. As mentioned earlier, failure to meet this obligation could result in fees and other penalties.

You must gather all incumbent salary data (including base pay and variable pay such as bonuses) and organizational data (revenue, number of employees, etc.) for all selected job matches and markets. You should also review every requested data element to ensure you understand what the survey provider is asking for prior to submission.

This process is not easy, especially if you're working from multiple Excel spreadsheets from different HR stakeholders and systems, which may not contain the most up-to-date information.

Thankfully, [tools are available](#) to help you manage your survey participation workflow. Many of these tools offer a centralized view of your planned and purchased surveys, including their status and stage, along with the actions you need to take and when to take them.



At Payscale, we also have a deep bench of experts with decades of experience when it comes to managing the survey participation process.

If you need assistance with survey participation, reach out to our team.

Schedule now



## Assess if your surveys are offering value

While third-party surveys often deliver valuable market data, far too many organizations go through the time-consuming process of survey participation without asking the most critical question: Are my third-party surveys delivering optimal value?

Is your organization fully utilizing all of its surveys? Are you paying a hefty sum for surveys with only a few matches? Are there any you can cut?

Ideally, your organization would have survey utilization metrics showing the most valuable surveys so you can make the most out of your investment.

But if you don't have these metrics, there are still ways of evaluating if a survey is the right fit.

**Begin by asking the following questions:**

### What jobs are included in the survey?

Carefully evaluate the job descriptions in your purchased and planned surveys to find those with the most job matches.

### Who participates in the survey?

Determine if the organizations participating in the survey match yours by industry, location, number of employees, etc.

### What data cuts are available?

The best third-party surveys enable you to filter and refine results by geographic location, role, and pay elements.

### Do you have an industry specialization?

For common jobs such as HR and IT roles, general industry surveys may do the trick. But if your organization has a unique specialization, you may need more industry-specific surveys.



## How Payscale can help

Payscale's New Surveys Experience empowers HR practitioners to follow survey participation best practices.

With its guided workflow and action-oriented buttons, users can navigate the participation process with ease. They can participate in surveys with their current market pricings without ever leaving our platform, saving time and eliminating the hassle of juggling pricings from multiple sources.

New Surveys Experience also enables HR specialists to future-proof their survey participation. With easy audit capabilities to spot duplicate matches and errors, Payscale's tool allows users to save their finalized matches for next year's participation season, ensuring continuity and data accuracy year-over-year.

**Reduce the burden of survey participation by streamlining the process with Payscale.**

[Learn more](#)







## Additional resources

Check out these resources from our compensation experts.

- ✓ **Blog post:**  
[A New Surveys Experience in Payfactors – just in time for survey season](#)
- ✓ **On-demand webinars for MarketPay customers:**  
[Survey participation for MarketPay](#)

Get a demo



## About Payscale

As the industry leader in compensation management, Payscale is on a mission to help job seekers, employees, and businesses get pay right and to make sustainable fair pay a reality. Empowering more than 65% of the Fortune 500, Payscale provides a combination of diverse and dynamic data sources, experienced compensation services, and scalable software to enable organizations such as Panasonic, ZoomInfo, Chipotle, AccentCare, University of Washington, American Airlines, and PetSmart to make fair and appropriate pay decisions. Pay is powerful. To learn more, visit [www.payscale.com](http://www.payscale.com).

