



**Location:** Seattle, WA

**Number of Employees:** 35

**Product:** Insight

[www.buzzbee.biz](http://www.buzzbee.biz)

**Business Drivers:**

Attract Talent

Confidence Talking Comp

Retain Talent

Improve Performance

## BuzzBee

**Before PayScale we closed 60% of the offers that we made candidates. We now close 90% of those candidates, with very little negotiation.**

### Situation

BuzzBee is a strategic marketing consulting firm that helps guide companies in their efforts to take innovative technology products and services to market. To retain existing employees and grow even more successful, BuzzBee wanted to be sure they were staying competitive in the war for talent. To ensure this effort, they needed to overcome the following obstacles:

- Positively identify precise compensation ranges within their market.
- Compare and contrast their comp plan to companies in their area, both large and small.

### PayScale Advantage

BuzzBee turned to PayScale Insight to stay abreast of what the market was doing with regard to compensation. Now, they are able to have positive and educated conversations with staff and

*“The confidence to say, ‘this is what the market is paying for this job’ is really powerful.”*

Michele Bourdon Keffe,  
BuzzBee CEO & Founder

## Ready to Retain Talent?

Contact a PayScale representative today.

**888.699.0702**



potential candidates alike by utilizing fresh market data and easy-to-use software to:

- Benchmark existing positions.
- Make offers appropriate to the positions, skill sets, and education levels of their candidates.
- Recognize when and how the market is changing.

## Business Results

Through BuzzBee's proactive use of PayScale Insight they were able to:

- Increase candidate close rate by 50%.
- Retain top employees through positive conversations about salary and comp packages.
- Realize a sense of confidence in their compensation and HR practices.

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## About PayScale, Inc.

Creator of the largest database of individual compensation profiles in the world, PayScale, Inc. provides an immediate and precise snapshot of current market salaries to employees and employers through its online tools and software. PayScale's products are powered by innovative search and query algorithms that dynamically acquire, analyze and aggregate compensation information for millions of individuals in real time. Publisher of the quarterly PayScale Index™, PayScale's subscription software products for employers include PayScale MarketRate™ and PayScale Insight™. Among PayScale's 2,500 corporate customers are organizations small and large across industries including Mozilla, Tully's Coffee, Clemson University and the United States Postal Service.

For more information, visit [www.payscale.com/hr](http://www.payscale.com/hr).

