An ASE member in the automotive industry was experiencing high employee turnover and lacked a logical way to establish compensation. Employees lacked trust in the way that wages were determined and were consistently complaining about pay not being competitive.

The organization knew that they needed to establish a more formal compensation strategy and develop a turnkey compensation program. They knew that to gain the trust of their employees, this should be done by a trustworthy, third-party consultant. The compensation program had to be based on logical, reliable, market data.

Having been an ASE member for over five years, both the leadership and employees of the member organization trusted ASE. After listening to the issues, the member was experiencing, ASE worked with one of its partners, J.H. Donahue and Associates, to design a compensation program that would create employee buy-in and keep them competitive in today’s market.

Key Challenge:
- Employee’s complete job analysis survey
- Evaluate jobs based on an objective point factor system
- Create new job descriptions
- Benchmark new descriptions with ASE compensation data
- Make salary adjustments based on data
- Apply same principals to create a sales commission plan

This case-study documents the experience of an ASE member.
The updated compensation program was presented to employees and supported with updated compensation policies and procedures. The employees reacted positively knowing that the plan was based on market data from a trustworthy resource.

**RESULT:**

"We look forward to receiving ASE’s Compensation Survey Data every year, and it was really exciting to put it to good use with this project."

— Member organization’s Vice President of Operations

**Key Benefits**

- Improved morale
- Reduced turnover
- Reduced recruitment cost

"The key to overcoming employee lack of trust is to utilize a trusted consultant. ASE and their partner, J.H. Donahue and Associates, are both highly regarded by our employees."

— Member organization’s Vice President of Operations