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*- Ailsa McNeill*

*Head of Human Resources*

Schrader Electronics manufactures automotive and industrial electronics, and is market leader in the design and manufacture of tyre pressure monitoring systems. It has an extensive customer base of the world’s leading auto makers including BMW, Mercedes, Renault, Peugeot, General Motors, Chrysler, Nissan, Ford and Saab. With its headquarters in Antrim, Schrader is a Northern Irish success story, growing from a privately-owned design house in 1988 to a leading supplier in the global auto industry today with over 1000 staff worldwide.

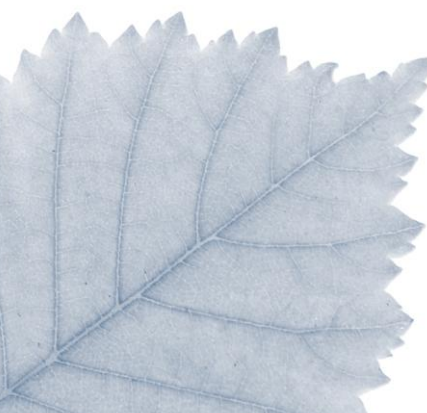
When Schrader approached Innecto for support in undertaking a review of its pay structure, there were three main priorities to address: the rapidly expanding workforce, the need for a pay system relevant to both technical and support staff and the ability to be flexible enough with pay to attract the best people in a specialist market.

“The latter point was particularly important to us,” says Ailsa McNeill, Head of Human Resources at Schrader.

“Competition for talented engineers and supporting staff in Northern Ireland is intense and with many seeking career opportunities on mainland UK, we needed specific market data that would inform us of benchmark pay levels both locally and nationally. It is important that we understand external salary levels and take account of these within a flexible pay system that enables us to recruit and retain talented individuals.”

McNeill and her team decided to hire a reward consultancy to guide them through the process. “Pay is a complex and emotive area and we wanted to get this right first time,” explains McNeill. “I was impressed with Innecto’s experience and full service offering. They not only had dealt with companies of a similar size and in a similar position to us, but could give us everything we needed from project management and market data to support with internal communications.”

Innecto worked with Schrader to develop a flexible pay system where pay was aligned to performance. With individual performance at the heart of the process, Innecto developed a flexible model which integrated internal factors with benchmarked pay data that would guide McNeill and her team on future pay progression.



## Case Study: Schrader Electronics

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“They also did an excellent job supporting me in involving our workforce in the process design and in communicating our goals and plans for this project. I was impressed at the way they were able to reinforce our values and support us develop strong messages around pay and performance that really helped carry the project through to a successful conclusion.”

McNeill believes that using a reward specialist added creative expertise. “When it came to providing solutions, Innecto suggested options that suited our workplace culture of employee involvement,” she says. “In particular, Innecto’s recommended approach of setting up a Design Panel of representatives from across the company worked well for us.

This in effect meant that the model was developed in conjunction with our staff and so the final results were much more readily accepted by our workforce.”

“We’ve learned a lot from this process,” concludes McNeill. “Thanks to Innecto, we now have a team of people with new responsibilities and skills that will enable us to maintain an effective pay structure.

“The Innecto team are very knowledgeable in their specialist area and I would recommend them to anyone thinking about conducting a pay review. Working with one of the best reward consultancies in the country certainly helped add internal credibility to our project.”

