



COGITO REWARD

**EMPOWERING ORGANISATIONS
WITH EVIDENCED-BASED PAY &
BENEFITS INSIGHTS TO ATTRACT
AND RETAIN TALENTED PEOPLE**



INSIGHT DRIVEN REWARD



COGITO REWARD was created to solve a problem, many of our clients couldn't find reliable, relevant benchmarking data specific to their niche and specialist roles, location or business features.

Since the our consultancy has grown to more than just providing numbers.

We combine deep analysis with market commentary and practical guidance to help organisations understand the real-world impact of pay decisions.

Whether you're benchmarking globally or reviewing your broader reward strategy, our blend of reward consultancy and insights empower you to make informed, confident choices that align with your business goals.

We understand the nuances of pay across markets, and we're equipped to support businesses navigating complex reward challenges.

We share a belief in the power of data and insight to drive better business outcomes. Our mission is to empower employers with the tools and intelligence and expert advice they need to attract, retain, and reward talent effectively—without relying on guesswork or 'one-size-fits-all' benchmarks.

**PAY & BENEFITS
BENCHMARKING &
RESEARCH**

**CONTRACTOR PAY
BENCHMARKING**

REWARD CONSULTANCY

**PAY AUDITS, POLICIES
AND FRAMEWORKS**

PAY & BENEFITS BENCHMARKING



BENCHMARKING

Because your needs change from a quick benchmark of one role through to the entire organisation, we offer flexible, project based options - which don't tie you in to expensive annual commitments.

- **NO CONTRACTS**
- **SINGLE ROLE TO ORGANISATIONAL WIDE INSIGHTS**
- **DESK AND CALL RESEARCH BASED OPTIONS**
- **SALARIES | BENEFITS | CONTRACTOR RATES**

HOW WE GET THE DATA

1. Unlike online pay data providers who use a single source of data, we apply broad research methodology which ensures a comprehensive and accurate benchmarking report.
2. Gathering data from Payroll records, Competitor Websites, Job Advertisements, Online Research and our own pay data platform.
3. For enhanced projects we also gain first hand data through telephone research.
4. As such you can be confident that the data we gather is Real-Time and not legacy data stuck in payroll platforms.
5. This data is then analysed by our reward analysts not algorithms, which means we can interrogate and create meaningful, accurate and bespoke reports.

**EXPLORE
OUR
OPTIONS** 

PAY BENCHMARKING MODELS



From quick turnaround pay benchmarks through to comprehensive desk and based research, our range of benchmarking insights will ensure you have the pay intelligence you need to make evidenced based decisions.

INSIGHTS

	Pulse	Empowered	Enhanced
	<p>We utilise your role and business specific information to ensure accurate and comparable data from our extensive range of payroll data sources.</p> <p>This solution is perfect for a quick finger on the pulse awareness of pay and our 48-hour rapid turnaround is just what you need to support recruitment, retention and job design tasks.</p>	<p>Deep dive desk-based research incorporating all of our pay data sources along with analysis of market trends relating to job advertisements, candidate availability and trends.</p> <p>EMPOWERED provides you with greater context to pay competitiveness within the labour market to accurately shape your pay levels.</p>	<p>Our ENHANCED benchmarking model adds call research to desk based insights.</p> <p>This multi-dimensional approach sees us to speak directly to people in the roles you wish to benchmark, gathering heightened insight which provides you with unrivalled context of candidates, market competitiveness and reward recommendations.</p>
Pay Benchmarks	✓	✓	✓
Pay Benchmark Analysis vs Your Pay	✓	✓	✓
Location vs National Comparison	✓	✓	✓
Skills Demand	✗	✓	✓
Skills Supply	✗	✓	✓
Pay Award Trends & Forecasts	✗	✓	✓
Financial Benefits Analysis & Your Offer	✗	✓	✓
Competitor Pay	✗	✗	✓
Competitor Benefits	✗	✗	✓
Candidate Needs & Wants	✗	✗	✓

BENEFITS BENCHMARKING MODELS



Whether it's evaluating the competitiveness of your cash awards or a strategic review of the entire benefits package, our insights rich models are ready to shine a light on your proposition versus the market and importantly how you can meet the drivers of candidates and your employees.

INSIGHTS

Financial

We utilise your role and business specific information to ensure accurate and comparable data from our extensive range of payroll data sources.

This solution is perfect for a quick finger on the pulse awareness of those non-pay elements of the financial offer and our 48-hour rapid turnaround is just what you need to make quick decisions.

All Bens

Our team will undertake deep dive desk-based research incorporating all of the data sources in our FINANCIAL model along with wider research streams.

ALL BENS provides you with greater context of the competitiveness of your full range of benefits within the market through our expert analysis and recommendations to enhance.

Strategic

Our **STRATEGIC** benchmarking model adds call based research and a survey to your employees to the desk based insights.

This multi-dimensional approach sees us to gain direct benefits insight from people in the roles you wish to hire including your own employees. Our experts provide deeper insights and evidence-based recommendations to ensure your benefits improve attraction and retention.

Bonus	✓	✓	✓
Pension	✓	✓	✓
Healthcare	✓	✓	✓
Car Allowance	✓	✓	✓
Financial Benefits vs Your Offer	✓	✓	✓
Non Financial Benefits	✗	✓	✓
Full Benefits Analysis vs Your Offer	✗	✓	✓
Candidate Benefits Needs & Wants	✗	✗	✓
Employee Benefits Needs & Wants	✗	✗	✓

CONTRACTOR RATE MODELS



Our insight-rich contractor benchmarking models range from pay rate data analysis through to market and contractor intelligence, all designed to answer the key questions you have and help you attract scarce talent more effectively while optimising rates and delivering measurable cost savings.

INSIGHTS

	Pulse	Empowered	Enhanced
Day Rates	✓	✓	✓
Inside / Outside IR35	✓	✓	✓
Contract Length Distribution	✓	✓	✓
Rate and Contract Analysis	✓	✓	✓
Location Analysis	✗	✓	✓
Skills Demand	✗	✓	✓
Skills Supply	✗	✓	✓
Desired Pay & Contract Length	✗	✗	✓
Remote / Hybrid Analysis	✗	✗	✓

Pulse
Desk-based research drawing on our extensive contractor market data provides clear insight into contractor day rates, inside and outside IR35 positioning, and typical contract lengths. Using your role-specific information, we ensure accurate, like-for-like comparisons that reflect your roles and business context. This solution offers a quick, reliable view of the financial contractor offer, supporting informed decisions on attraction, retention, and contract design.

Empowered
Our team will undertake deep dive desk-based research incorporating all of the data sources in our PULSE model along with wider research streams which provides rich market context on the competitiveness of your Contractor offer, helping you evaluate current positioning and shape targeted, cost-effective attraction strategies.

Enhanced
Our team will undertake comprehensive research combining deep-dive desk-based analysis with targeted call research, including direct conversations with contractors to understand their key motivators and drivers for future contract roles. **ENHANCED** delivers rich insight into far more than day rates enabling you to evaluate your proposition and shape highly effective contractor strategies and achieve cost saving targets, without impacting organisation performance.

CONSULTING & STRATEGY



CONSULTATIVE PROJECT SUPPORT

We offer flexible, expert project support from experienced reward specialists who can seamlessly augment your team on an ad hoc or project basis.

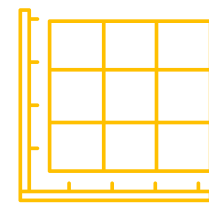
Whether you need targeted assistance with pay audits, policy design, pay banding and job architecture frameworks, or a comprehensive review and optimisation of existing reward models, our consultants bring practical, hands-on expertise to deliver robust, evidence-based solutions.

We work collaboratively with your stakeholders to ensure reward structures are fair, competitive, compliant and aligned to your organisational strategy, enabling you to make confident, informed decisions while maintaining business continuity.



POLICIES

- Review reward and pay policies for clarity, compliance and alignment to strategy
- Identify gaps, inconsistencies or outdated practices and modernise documentation
- Develop clear, practical policies and manager guidance to support consistent application



PAY FRAMEWORK

- Design or refine pay banding structures aligned to organisational design and career pathways
- Deliver robust job evaluation to ensure roles are graded consistently and objectively
- Create transparent frameworks that support progression, equity and sustainable pay management



EXISTING PAY & MERIT PRACTICES

- A structured assessment of how your current pay structures and merit-based reward operate for fairness and effectiveness
- Benchmark practices against market standards and reward best practice
- Optimise guidelines and calibration approaches to improve consistency, transparency and budget control



BENEFITS REVIEW

- Assess benefits offering for cost efficiency/savings, utilisation and employee value perception
- Benchmark against market and industry comparators to ensure competitiveness
- Recommend enhancements or redesigns to improve attraction, retention and return on investment



PAY AUDITS

- Ensuring fairness, compliance and transparency in relation to Equal Pay, Gender Pay and Ethnicity Pay
- Completion of your legislative reports and/or provide practical recommendations and action plans to address disparities and strengthen governance
- Identify gaps, risks and compliance

STRATEGIC REWARD REVIEW



Our Strategic Reward Review service provides a comprehensive, data-driven evaluation of your organisation's reward framework, ensuring it is competitive, equitable, and aligned with your business strategy.

We assess pay structures, benefits, recognition programmes, and market positioning to identify opportunities that enhance employee engagement and support long-term organisational performance.

Our approach blends deep analytical insight with practical recommendations, helping you build a reward strategy that attracts, motivates, and retains the talent you need for sustainable success.

KEY WORKSTREAMS

Evaluate total reward strategy for alignment with business objectives, workforce priorities and financial sustainability

Analyse fixed and variable pay structures for competitiveness, internal equity and performance alignment

Review incentive and bonus frameworks to ensure clear line of sight between performance and reward outcomes

Benchmark reward positioning against market and industry comparators to ensure attraction and retention strength

Assess pay progression, job architecture and grading frameworks for transparency and consistency

Examine governance, compliance and reward processes to mitigate risk and improve operational effectiveness

OUTPUT

Comprehensive findings report with evidenced-based recommendations for strategic enhancements to reward design, funding, communication and delivery to maximise engagement, equity and return on investment

CLIENT FEEDBACK



REWARD REVIEW CITIZEN HOUSING



Citizen have been working with Cogito for 18 months having engaged their services to support Citizen with a holistic Reward Review to help us achieve our goals of achieving a total reward and compensation practice which is modern, affordable and confirms to the highest levels of equality and diversity. It has been a complex and challenging project which Cogito have supported us navigate, every step of the way. The team at Cogito who have supported us have acted with integrity and professionalism throughout, ensuring our Executive Leadership Team had a wealth of data supported with theory, research, best practise and expertise allowing them to make a strategic decision in relation to how we position our pay and reward offer.

Victoria Roden, Director of People, Citizen Housing

SALARY BENCHMARKING TERRITORY STUDIO



Cogito have been an incredible partner for us. Their salary benchmarking goes deeper than numbers — it reflects thoughtful analysis of our industry, competitors, and how we position ourselves in the candidate market. The insights we've gained have helped us make smarter, clearer decisions. They are consistently helpful, proactive, and a pleasure to work with.

Andrea Ptohopoulos, Group Head of People, Territory Studio

CONTRACTOR RATE BENCHMARKING COMPANIES HOUSE



Companies House

Ensuring that we operate in a financially responsible manner whilst attracting the contractors we need to deliver upon business projects, means that reliable market data is essential. Having historically relied upon a single source for contractor pay rates, we engaged Cogito to conduct primary research focusing upon the skills we needed and to provide us with analytical insights so we could undertake better informed rate setting.

The way in which they took time to understand our challenges and objective, kept us updated throughout the research phase and the clarity of their insights was exactly what we needed. Their ability to present their findings in a clear and concise way has provided us with information and confidence we required to make effective commercial decisions moving forward. We now consider Cogito as a key partner.

Rhys Mitchell | Head of Commercial Contract Management

For prices, example reports and to learn more
email: connect@cogitoreward.com



www.cogitoreward.com

Cogito Reward is a division of Cogito Talent Limited
based at The Fairfax, Pithay Court, Bristol, UK, BS1 3BN