

WorldatWork®

Total Rewards

'24

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How Instacart Demystifies Compensation Planning for Managers and Rewards Results



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RedCAT

SYSTEMS

RedCAT's Performance and Compensation tools deliver moments that matter.

Our high-touch client support model makes pay-for-performance processes more efficient, more transparent, and more engaging.



cruise

CNI
INDUSTRIAL

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 **Memorial
Health**

HRT

Uber



Instacart makes it possible for millions of people to get the groceries they need from the retailers they love, and for approximately 600,000 Instacart shoppers to earn income by picking, packing and delivering orders on their own flexible schedule.

- **Over 3,000 employees**
- **Went public in September 2023**



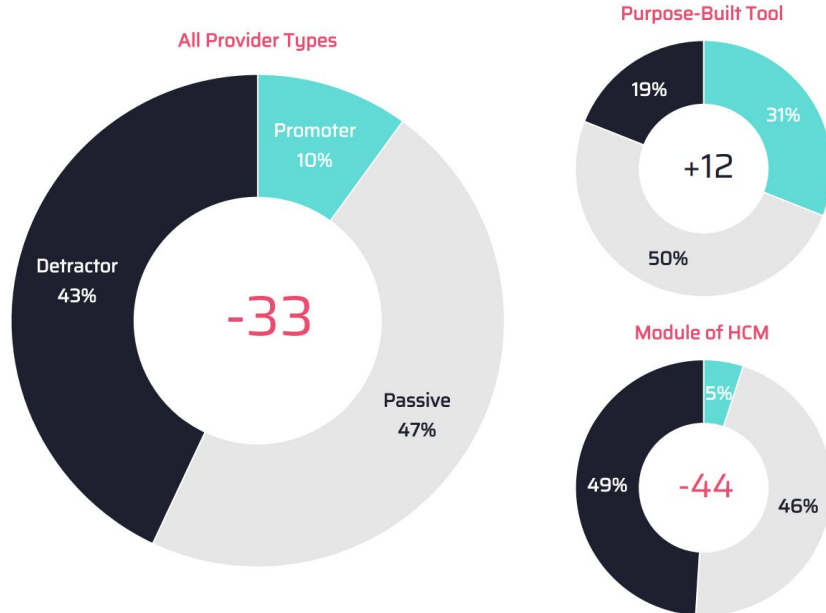
Compensation Philosophy

Instacart is committed to providing equitable compensation opportunities and rewarding employees who achieve results, live our mission and values, and help others succeed.

**Do you like your
compensation tools?**

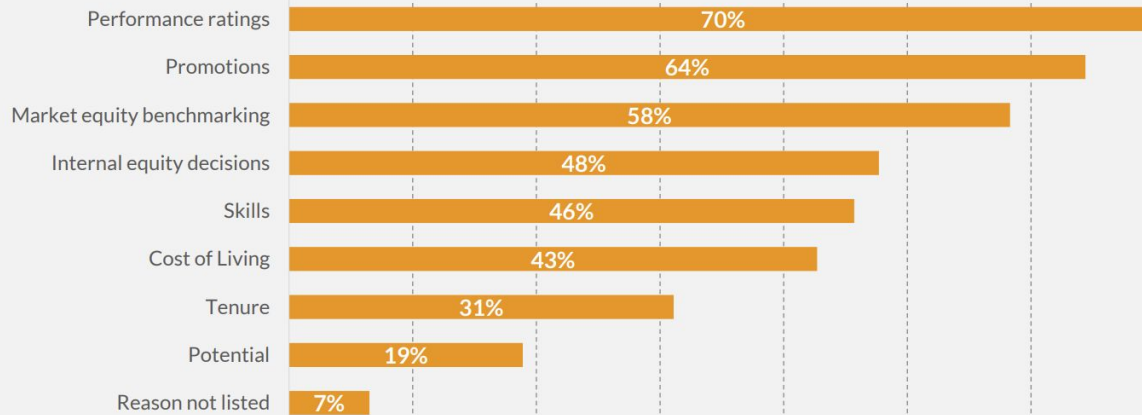
If the answer is “No” you’re not alone

Overall, how likely are you to recommend [your current provider] to someone in your professional network?



We're asking a lot of managers to compare different criteria.

WHAT FACTORS GO INTO EMPLOYEE COMPENSATION CHANGES?



Key challenges Instacart was facing:

1

Not enough flexibility in features

2

Managers prefer spreadsheets

3

No buffer between HRIS and Comp module

How did Instacart find a solution?

1

Worked with HRIS vendor

2

Explored other tools

3

Reached out to other companies

4

Finally, went to market for a new solution

How did Instacart debut the tool?

1

Light cycle roll out

2

Carrot Comp

3

User testing with HRBPs

4

Integrated feedback from testing

How did Instacart benefit?

1

Tailor data and views
to each user

2

Moved focus to
supporting strategy
and manager decisions

3

Easy for leaders to
track their own
budgets and metrics

How did Instacart evolve?

1

Continued focus on reinforcing pay-for-performance philosophy

2

Greater support on Pay Equity goals

3

Support on Pay Transparency efforts and guiding managers through Compensation Conversations



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