

Case Study

CORPORATE RELOCATION: “One Size Doesn’t FIT All”?



One Size Does Not FIT All. Keep Trying...Eventually You Will Find the Perfect fit....

The existence of a company relocation policy provides a means to:

-) ***Control Costs***
-) ***Offer effective and consistent communication and guidelines***
-) ***Reduce the number of service exceptions associated with moving and relocation***

Executive Summary

A well organized and paired policy built on a series of “organization tiers” improves a company’s ability to acquire, promote and effectively deliver staff based on organization need and project requirements. The “right” people appropriately placed in the “right” location and position can and will make a difference.

Situation

A large insurance organization managed its relocation program on a basis of “one size fits all” meaning the program, its services and suppliers were commonly available for entry level, middle management and senior management employees. Though the program included many cost and service limitations; the company was riddled with exceptions and the company’s employee “onboarding” effort suffered. In addition, the company lost numerous highly valued entry employees and



several experienced staff departed shortly after their relocations. The company's program and related policy therefore screamed to be overhauled. In establishing and creating a new and improved policy, company representatives needed to complete a program assessment, examine relocation industry trends and establish direction. The company was growing, adding new products and expanding across the US.

During a periodic business review, the company's representatives indicated their frustration and acknowledged a need to evaluate its relocation program. They sought to create a policy and program that would advance its "onboarding" effort and improve its management retention statistics. The policy discussion resulted in company representatives agreeing to evaluate a "tiered" approach based on entry, middle management and senior management levels. Representatives additionally wanted the policy to include real estate services and rental assistance for middle and senior management and rental assistance for entry level transferees yet; they were conscious of the associated cost.

Multiple policy examples were provided to company representatives along with policy trend references and a "white paper" outlining relocation policy assessments. In addition to the various policy examples, trend references and the "white paper"; company representatives met with SIRVA Relocation to evaluate whether SIRVA, as a relocation management company, would represent a viable solution and act as a positive and professional inclusion in the company's program.

Objective

Establishing a new relocation policy based on a pyramid tiered approach to dynamically improve and advance the company's "onboarding" effort and retention statistics.

Result

-)] The company finalized a new policy built on three tiers, separating the tiers based on the transferee's need to sell and purchase a home or locate attractive and competitive rental apartments.
 - o Entry Level - rental assistance, "managed" lump-sum moving expenses and SIRVA's "Moving Extras" home sale/purchase program (no cost to company).
 - o Middle Management - rental assistance, household moving expenses to include 30 days storage-in-transit and SIRVA's "Moving Extras" home sale/purchase program (no cost to company).
 - o Senior Management – rental assistance, household moving expenses to include 30 days storage-in-transit, SIRVA's home sale/purchase program and temporary living expenses (up to 60 days).
-)] The new policy improved communication and articulated specific service offerings based on entry or management level and whether real estate or rental/lease assistance was required.
-)] Program exceptions were virtually eliminated.
-)] The company's "onboarding" statistics improved and employees gained an appreciation of the company's interest to relocate and staff new projects.

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