



THE PARADIGM SHIFT IN RELOCATION IS NOW!

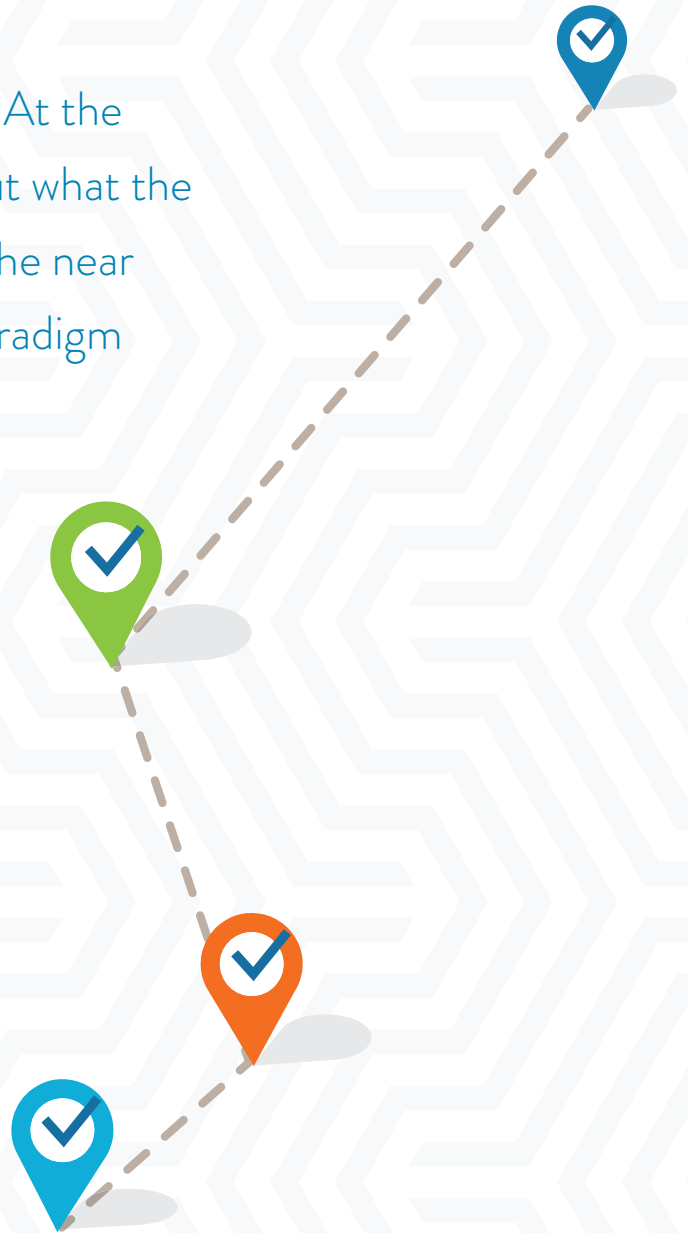
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In 2014, I wrote a paper called [“A New Paradigm Shift for Relocation?”](#) I pointed out that the relocation industry had been operating under the same basic model for nearly 30 years. And while the business world had changed dramatically, the relocation industry had not followed suit. But things were about to change. In fact a number of trends, or “signals,” clearly indicated a major paradigm shift was about to occur.

The title of that paper was a question. At the time, all I could do was speculate about what the world of relocation might look like in the near future. Today, I can report that the paradigm shift is no longer speculation.

It’s happening now!



WHAT IS THE NEW PARADIGM?

The purpose of this new paper is to look forward and to build on the original themes. I will expand on, and more clearly define, the characteristics of the new paradigm and describe how very different it is from what most of the industry does today.



The 2014 paper identified five future trends that, in combination, defined the new paradigm:

- A technology platform
- Needs-based relocation assistance
- Budgets for each relocation
- Employee control
- Merger of global and domestic

In 2016, some of those trends still hold true, but new ones have emerged as the paradigm became a reality. Here are six trends that are happening today that are defining that new paradigm.

1

THE TECHNOLOGY PLATFORM IS THE KEY

As in every other area of business, the accelerator of change in relocation is newly emerging and innovative technology.

This claim often leads to a logical question: *How does technology help an employee move their belongings, sell a home, or get from where they are to the new job location?* Granted, technology cannot automate the physical activities that need to happen on the ground. However, it can make the process much more efficient and cost-effective.

To make this point, we can use Uber as an example. Uber uses a technology platform to directly connect a person who wants to go from point A to point B with a qualified driver, at an agreed-upon price. The platform automatically handles scheduling, payments, receipts, record keeping, driver compensation, and a lot more. But the platform doesn't drive the car (not yet, anyway). In other words, Uber uses a technology platform to more efficiently and conveniently deliver a taxi service to a customer on the ground.

The new way of doing business in relocation is similar in that a technology platform enables the employer, the relocating employee, and service providers to plan, price, and deliver a successful relocation experience.

The platform is fully integrated with the employer's HR and payroll systems. It manages the workflow of all participants. Most important, it provides relocating employees with mobile tools to manage all aspects of their move, 24/7.

2

A PLAN FOR EACH RELOCATION

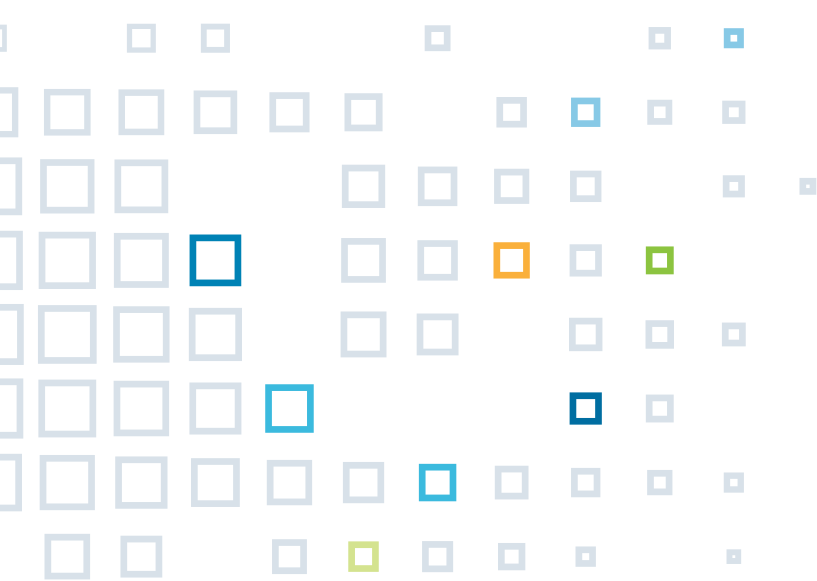
Multiple and detailed policies of the past are no longer necessary under the new paradigm.

The new relocation technology collects information about the employee during the recruiting process and constructs a relocation package and detailed cost estimate, based on that information.

The planning process then compares the costs of the package to what the employer is willing to spend. Adjustments are made to fine-tune the results.

The final relocation plan represents a business decision made by the hiring manager and approved by HR.

Most important, this plan — in the form of a relocation agreement — is also accepted by the employee before the relocation begins.



3

A BUDGET TO CONTROL COSTS

Traditionally, relocation costs were the result of the decisions made by the employee within the parameters of a relocation policy — plus, of course, the cost of exceptions to that policy.

Why should managing the cost of a relocation be so different from managing the costs of any other business project? It's accepted practice to manage project costs by using a budget. Nevertheless, a budget is a rare document in the traditional relocation environment. In the new paradigm, that is no longer the case.

The new paradigm results in a relocation plan developed with the participation of the employee and approved by HR and management. This plan includes a budget with a line item for each of the services that the company will pay for.

After the plan is approved, and using the technology platform, the employee manages their move directly with service suppliers in accordance with the budget.

4

THE EMPLOYEE CONTROLS THE PROCESS

In the most common service delivery model, a relocation consultant guides the employee through the relocation process. The consultant helps the employee arrange and pay for services. Many employees enjoy and value this kind of personal service.

Unfortunately, this approach is too expensive for most employers. Also, for an increasing number of employees, dependence on a consultant is cumbersome and restricts their progress and control. These employees would rather “do it themselves.”

Under the new paradigm, employees do not need a relocation consultant to manage every step of the move on their behalf. Assisted by technology, they assume primary responsibility for managing their own relocation, whether domestic or global. They have direct access to all service providers.

The technology manages the workflow and guides them through the process from start to finish, on their own schedule. As with other technology platforms, help is available through an online chat feature or via telephone or email to a help desk.

5

GLOBAL AND DOMESTIC CONVERGE

There will always be legal, cultural, and language differences associated with an international move. As a result, there will be a different assortment of services provided that are not necessary in a domestic move.

However, the core processes in the technology platform, such as estimating costs, preparing a budget, gaining approvals, and arranging suppliers, are fundamentally the same — whether a relocation is domestic or international.

In either event, the employer and employee want the information and tools to help them make good business decisions. And after the decision is made, the employee wants access to technology and tools to manage their move on their own schedule.

In fact, given the circumstances and time zones involved in international relocation, mobile technology may be more valuable to the employee than in a domestic relocation.



6

A NEW REQUIREMENT: INTEGRATION WITH TALENT MANAGEMENT TECHNOLOGY

The rapid changes taking place in the talent management field were not anticipated in the previous paper.

Today, technology is having a major impact on the way new and existing employees are recruited, evaluated, hired, and deployed. However, even though relocation is a critical talent management activity, it has not yet been effectively integrated with other talent management functions.

We anticipate that the most successful relocation technology solutions will soon be fully integrated into talent management suites.

For example, multiple recruiting activities are increasingly being integrated to create a seamless experience from candidate identification to successful onboarding. If, however, the new employee must relocate to get to the new job location, there can be a major disconnect.

Going forward, the relocation platform will be integrated with the talent management suite in order to generate a personalized relocation plan and budget, which will be an integral part of the hiring package and onboarding process.

COPILOT IS THE NEW PARADIGM!

If you believe that the new paradigm is the way of the future, you don't have to wait any longer. The new paradigm is here, and it's called CoPilot!

Last year, NuCompass Mobility introduced CoPilot as the first cloud-based platform for managing employee relocation. It is the first technology solution that meets the parameters of the new paradigm.

There are two major components of the CoPilot solution.

- ▶ **For employers,** CoPilot provides the tools and data to easily prepare a professional Relocation Plan for every new hire or internal transfer. CoPilot coordinates communication and approvals among HR, hiring managers, recruiters, and relocating employees. Lastly, CoPilot tracks all expenses, provides compliant payroll reporting, and ensures that you receive all of the tax savings available.
- ▶ **For employees,** CoPilot provides access to a mobile portal with tools that help them manage their move and arrange services according to the Relocation Plan. Employees have direct access to pre-qualified service suppliers who have extensive experience working with relocating employees and are committed to competitive pricing. And employees are supported via online chat, email, or phone by professional staff.

Most important, CoPilot is easy to use and affordable. CoPilot was created by NuCompass Mobility, one of the most experienced relocation companies in the world. To find out more, contact us today at 925-734-3869 or visit www.nucompass.com/copilot.



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To learn more, visit www.nucompass.com/copilot.