



AFTER THE JOB OFFER:

Four Ways to Improve the  
Candidate Relocation Experience

# LET'S FACE IT: HIRING ISN'T GETTING ANY EASIER.

Overall, unemployment is down, and for many skill sets, the competition for talent is intensifying.

SILICON VALLEY + SAN FRANCISCO  
UNEMPLOYMENT

<4%

TECH UNEMPLOYMENT

=2%

Although it's good news that the economy has improved, companies need to deal with their talent shortages.

More and more, they find that the people they need live in areas other than the job location – which means new employees have to relocate.



# ***YOUR JOB ISN'T OVER WHEN THAT NEW RECRUIT SIGNS THE OFFER LETTER.***

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You now have to ask that new employee to move to a new community before starting work. Imagine what a huge challenge it is to change where they live, while also changing jobs.



## Unfortunately, there are serious problems that can happen between the day that a new employee signs an offer and the day they actually start work:

- ▶ The relocation payment your company provides doesn't cover all of the costs of moving and the new employee has to pay the difference – or come back and ask for more.
- ▶ The moving company damages or loses some of the employee's belongings.
- ▶ Your new employee doesn't manage their schedule very well and can't start their new job on time.
- ▶ The relocation experience leads to a dissatisfied employee even before they arrive at their new job.

**And, that's just the short list.**



TO AVOID THESE  
PROBLEMS, COMPANIES  
HAVE TO DO MORE THAN  
SIMPLY WRITE A CHECK.

**BUT WHAT EXACTLY SHOULD THEY DO?**

Here are four ways companies can create a positive experience for every new hire that has to relocate for a new position.



# NO. 1: STOP CUTTING CHECKS FOR NEW HIRES TO MOVE

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You think you're being helpful by giving the new employee a cash payment and the flexibility to move on their own terms. It's definitely an appealing solution from your end. It's easy to administer, and it takes the pressure off of you to make arrangements for the move.

**BUT CUTTING A CHECK IS NOT A GOOD IDEA. IN A DO-IT-YOURSELF MOVE, THE ENTIRE BURDEN FALLS TO THE NEW EMPLOYEE.**



Most people only move a handful of times in their lives. It's one of the top-rated most stressful events in life — next to the death of a family member, marriage, or the birth of a child.

**WHEN THE EMPLOYEE HAS A SPOUSE OR FAMILY, IT'S EVEN MORE DIFFICULT AND MUCH MORE STRESSFUL.**

Even if you've done it a few times, it's not easy to manage a move to a new community, on your own, while also changing jobs. Financial support is critical, but it's only part of the equation.





## **NO. 2: ENSURE THAT RELOCATING EMPLOYEES USE QUALIFIED SERVICE PROVIDERS**

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Anyone with a truck and a dolly can claim they are a relocation service. Low cost services can certainly be attractive, especially if the new employee wants to pocket the savings.

**BUT WHAT IS THE TRUE COST OF USING CUT-RATE SUPPLIERS?**



Damaged goods, missing items, and not getting moved in time are just some of the risks.

**IF YOUR EMPLOYEE USES QUALIFIED VETTED SUPPLIERS, THE RISKS ARE MINIMIZED.**

And if there is a problem, there are built-in protections and remedies. With fly-by-night operators, it's up to the employee to work it out.



## NO. 3: CONNECT YOUR NEW EMPLOYEES WITH HELPFUL RESOURCES

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Moving to a new town is challenging. Your employees need temporary housing and a place to store their belongings while they figure out the local housing market. They need to get up to speed on the new area, learn about neighborhoods and schools, and find a permanent place to live.

**ALL OF THESE THINGS NEED TO HAPPEN QUICKLY,  
HOPEFULLY BEFORE THE EMPLOYEE HAS TO START  
THE NEW JOB.**

Temporary living situations that stretch into months can cause undue stress and distraction as your employee tries to become productive at work.



## NO. 4: BE AVAILABLE NIGHTS AND WEEKENDS

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New hires are often winding down their current jobs while also trying to arrange the details of the move to the new job location. Questions are most likely to come up when the employee has time to work on the move itself, usually during non-business hours.



## **MANAGING CHANGES SUCH AS THESE, IS MORE THAN A FULL TIME UNDERTAKING.**

You can't assume that all of the things that need to get done, are going to go right. To effectively deal with the problems that will come up when you least expect them, the new employee needs access to qualified support, 24/7.



# RELOCATION REQUIRES A SIGNIFICANT INVESTMENT BY THE NEW EMPLOYEE.

When a relocation goes wrong, it can lead to a terrible first impression of the company, even before the employee starts their new job.



Not only that, *a mismanaged or poorly supported relocation* can significantly delay the time until your new employee becomes focused and fully productive at work.



## Fortunately, today there is technology available that can greatly improve a new employee's relocation experience.

- ▶ Develop a budget and manage the logistics of each new employee's relocation.
- ▶ Give new hires access to qualified and vetted service providers.
- ▶ Provide tools for the employee to manage their move and track their expenses, on any device, 24/7.
- ▶ Provide payroll reporting to your company that meets all Federal and state tax requirements.
- ▶ Offer support, when needed, from experienced relocation consultants.

Most importantly, using CoPilot to manage your relocations, guarantees that your new employees will arrive at their new job location feeling good about your company and ready to get to work.

Companies of any size and any number of relocations can benefit from CoPilot's innovative technology to improve the candidate relocation experience.

**CONTACT NUCOMPASS TODAY TO SEE HOW EASY  
YOUR NEXT NEW-HIRE RELOCATION CAN BE.**



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