

RELOCATION CASE STUDY

Building a Housing Solution For a Better Intern Experience

A STREAMLINED, CONSISTENT INTERN HOUSING EXPERIENCE IMPROVED A TECH COMPANY'S ABILITY TO ATTRACT TALENT

Internships are a vital source of the talent pipeline for many organizations. A great experience can give a company the inside track to hire top talent. The long-term impact can be tremendous as these bright young stars grow into future leaders.

When the best and brightest college students consider their internship opportunities, they generally evaluate them holistically. The job is important, of course, but so is the experience. The city, the activities, and the living situation are key aspects of an internship.

Many internship assignments, especially in the technology industry, are hosted in major cities, which can be very expensive and makes it difficult for an intern to manage housing on their own. There is a downside risk for the intern of getting stuck with additional and unforeseen expenses, which creates a negative experience for interns and can make it harder for a company to land top talent.

Growing Program With Growing Pains

A NuCompass client, a major technology company, was in this position. The company was placing additional emphasis on the importance of early career talent and the establishment of a strategic talent pipeline.

Its midsize internship program was rapidly growing as the company expanded into new markets. It needed its program to be an attractive, supportive, and competitive offering.

"With an increased focus on talent, we knew we needed to level up our overall intern program."

— Client Global Mobility Manager

However, this client had been managing intern housing in a very cost-focused way: requiring a paycheck deduction and using multiple housing partners. When NuCompass evaluated the program, it saw unnecessary complexity and risk. NuCompass collaborated with the client and suggested program changes to make it more competitive, cost-efficient, operationally streamlined, and able to provide greater parity among the intern population.

Streamlining Providers, Improving the Experience

The NuCompass Senior Director, Client Relations offered an intern program review of the client's industry peers and talent competition, and recommended a few key program changes to reduce the complexity and risk to create a better intern experience:

- Discontinuing the housing deduction and fully supporting intern housing for the duration of the internship
- Using one globally capable corporate housing provider for a consistent, competitively priced housing experience for all interns in locations around the world

"We made an effort to build on what the client team was already doing well to create a more efficient and competitive program."

— **Brandy Cooper, NuCompass Sr. Director, Client Relations**

Putting Our Supplier Network on the Case

To put this plan into action, NuCompass leveraged its dedicated supplier management team, who engaged its network of corporate housing providers. NuCompass worked with its providers to determine their global capabilities, ability to offer volume pricing, roommate matching, large group options, and single-property occupancy availability. NuCompass focused on two areas of improvement:

- **Benefits of a single-source provider**
 - Pricing transparency, consistency, and volume rates
 - Consistent roommate matching criteria
 - Uniform housing experience for all interns
 - Rapid understanding of client's needs and objectives
- **Discontinuing the housing deduction**
 - Reduced financial impact and potential hardship to the intern
 - Provided competitive offering for intern recruitment

"By utilizing our extensive network of resources and capabilities we were able to develop a consistent and holistic approach to new talent development."

— **Brandy Cooper, NuCompass Sr. Director, Client Relations**

Taking the Internship Program to the Next Level

NuCompass helped the client level up their internship program by increasing efficiencies with a scalable and repeatable process, providing the ability to better project pricing and budgets, and increasing overall intern satisfaction rates.

"The expertise of the NuCompass team was critical in upgrading our intern program to meet the needs of our strategy as a growing company."

— **Client Global Mobility Manager**

