

RELOCATION CASE STUDY

Retaining Top Talent During Consolidation Requires Education and Empathy

AN INTEGRATED APPROACH FOR EMPLOYEES TO WEIGH OPTIONS SMOOTHS THE WAY FOR A MULTI-COUNTRY GROUP MOVE

All business is personal. When global companies make decisions to move to different countries on different continents, there's a human dimension that needs to be considered. Top talent has a choice where to work.

Companies that make the right moves with business decisions that impact people's lives will be in a better position to retain talented employees.

When one of our clients consolidated a major business function, 100 employees from Shanghai had offers for new roles in one of six other countries. All the potential relocating employees were Chinese nationals who primarily had never lived or worked outside of the country. Would the company be able to help employees recognize their opportunities and decide to stay with the company?

NuCompass stepped in to help the employees understand what life and work in these new countries may be like, in an effort to maximize their acceptance rate.

"The challenge we faced was with educating our employees on what to expect with these upcoming changes, and how to navigate them successfully."

— Global Mobility Program Manager

Communication + Education = Retention

The NuCompass Director, Client Relations and our Supplier Management team met with our client to assess the scope of the challenge. NuCompass leveraged its experienced destination and cultural training partners who were experts in each of the six country locations. We knew if employees had the right tools, they could educate themselves on their potential new homes from a business and cultural standpoint, and make the right decision for their families.

NuCompass worked with the partners to develop a consistent educational session that would be conducted via video conference for each of the groups. The employee groups were given information on local customs, the economy, schooling, banking, commuting, and housing options.

"The opportunity we had was really about helping the employee groups feel supported, in a personalized way, so they wouldn't get caught by surprise."

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

High-touch Human Moments to Create an Impact

NuCompass engaged a translator for these sessions since most of the employees had a conversational knowledge of other languages, but some of the mobility-specific terminology was difficult to understand. The intent of the sessions was to:

- Ensure employees had all the knowledge and information possible to assist them in making informed decisions about relocating
- Maximize the acceptance rate for the new roles, ensuring uninterrupted business continuity within the function

"We wanted to make sure there were no boundaries in the way of our ability to work together and make a lasting impact."

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

Creating Positive Experiences, Retaining Valued Employees

NuCompass and its trusted destination partners across the globe integrated services seamlessly for the client to:

- An 80% acceptance rate
- Create useful educational tools for 6 countries that can be leveraged by the client, as well as other NuCompass clients

"The NuCompass team met a complex problem with care, and was able to set us up for success by mitigating disruption for our employees."

— **Global Mobility Program Manager**