

RELOCATION CASE STUDY

Global Design and Manufacturing Company

COMPANY BACKGROUND

The client company is a U.K.-based design and manufacturing organization with over 7,000 employees and office locations all around the world, including New York, San Francisco, and Chicago. The company is best known for its premium line of high-end household and commercial products that have taken the market by storm.

The company's employees see themselves as innovators and designers. They have used this ethos to grow the company to the global footprint that it has today — perfecting the designs of everyday products being used in millions of homes and commercial locations around the world.

RELOCATION CHALLENGE

Like many companies, the client faced a number of key relocation challenges.

Being a global organization, its relocation was segmented based on location. In the U.S., it was providing relocation on an arbitrary basis — with the dollar amount of the relocation often dependent on how well the person could negotiate with the internal decision-maker. Not only that, the service level the organization had received from previous providers was lacking.

The company was also using two separate programs to manage relocation: a software-only city guide for cash-relocation employees and a full relocation management program for more-senior or higher-difficulty moves.

This inconsistent experience for the employee and the cost issues for the company were unacceptable, especially as the company was facing a group move across the U.S. to take better advantage of the talent pool for its growing organization. The organization also knew it would continue to hire and relocate more people, both domestically and abroad. It wanted to simplify its offering, while also ensuring that it had the flexibility and scalability needed to grow and succeed in an ultra-competitive talent market.

A NUCOMPASS SOLUTION

The company needed a solution that fit its organization better — not just meeting its needs but also fitting with its culture of innovation.

The current inconsistent approach with split programs, in addition to managing multiple vendors, was also particularly painful and unnecessary. It really needed a relocation management company that would be a true partner to help give structure to its program, thought leadership, cost control, and continuity.

After considering what else was available in the market, the company chose NuCompass CoPilot Plus to manage its relocation program. There were a few reasons why it considered NuCompass over its incumbent solutions and other providers on the market.

► CULTURAL FIT

The client's decision committee told NuCompass during the demo that "you are just like us."

► TECHNOLOGY

The client believes in NuCompass' commitment to technology and understands its importance as the company grows and scales its relocation program.

► SERVICE

NuCompass' track record on service delivery was impeccable and the client references really spoke to its strength in this area.

► CONSULTING

NuCompass' in-depth relocation experience gave the organization the opportunity to optimize its program to meet current norms and provide the right level of service.

► FLEXIBILITY

NuCompass replaced both of its disparate programs in the U.S. domestically, with the end goal of consolidating all global relocations.

THE RESULTS

The results for the client, even over the first few months of the relationship, were nothing short of exciting.

The client desired a short implementation period, and NuCompass was able to deploy CoPilot Plus in just a few short weeks, with automated workflows, policy templates, and budgeting tools. NuCompass also worked with the right departments to ensure accounting and approval processes were quickly put into place.

One of the first moves completed was the client's VP of HR for the Americas. The client looked forward to testing out the CoPilot technology and services on one of its most important people, as well as a person who could ax the program if things didn't go to plan.

NuCompass didn't blink and exceeded expectations on all fronts, for the client and for the relocating employee.

Since then, NuCompass has completed multiple high-level moves and lump-sum relocations, with many more on the way.

The biggest result the client points to is a level of partnership with a true expert. Even over the short period of time in the relationship, the client has depended on NuCompass for consultation on a high-level relocation strategy, and to help navigate the difficulties of managing different aspects of the relocation process internally. The level of trust is something the client never had with its previous providers, and it showcases NuCompass' commitment to deliver expert service and technology to world-class organizations.