

## RELOCATION CASE STUDY

# Global Industrial Manufacturer Finds Long-term Mobility Partner in NuCompass

## BACKGROUND

The client company is a large multinational industrial developer and manufacturer of bio-based chemicals and specialty polymers. With 2,000 employees spread out over a dozen facilities located across four continents, this global organization serves customers in more than 70 countries worldwide and is a leader in its industry.

As they've continued to grow and expand their business, they opened new facilities and acquired companies. Relocation strategy is a key piece of their talent management strategy, and they need both domestic and global services in order to hire the best talent and stay competitive in this specialized market.

## A LONG-TERM PARTNERSHIP

NuCompass developed a strong relationship with the company, building trust through a collaborative management approach.

Elaine Moore, as the senior manager of global human resources at the time, began working with NuCompass to manage her firm's domestic and global relocation program.

"I've always worked primarily in learning and development, so I loved that NuCompass would carry out the work," said Moore. "We have some demanding people we relocate and the sense of experience and urgency shows."

NuCompass' director of client relations, Carol Ordway, has worked with the company for more than 12 years. "Elaine is such a fantastic partner to work with on the client side," said Ordway. "It's so great to develop a bond over a long period of time where we can make trusted recommendations that make their program more successful." Like most partnerships, there were some twists and turns along the way that only strengthened the relationship.

## WORKING THROUGH AN ACQUISITION

NuCompass had been working with Moore for nearly 10 years when her company was acquired by a larger organization.

As one might imagine, the company that acquired her firm was already working with a major relocation company. Usually when that happens, the acquiring company continues their existing relationship.

Eventually, after doing their due diligence, the company chose NuCompass to take over the domestic and global relocation programs for the entire organization. "They decided NuCompass was a perfect fit," said Moore.

## WHEN DISASTER STRIKES

When a major hurricane struck, it put one of the company's primary operating facilities into a tough situation for relocating employees.

"When the hurricane hit, there were no houses, no apartments, and no hotels available. More importantly, this affected our recruiting efforts because no one wanted to move into the area since there was so much uncertainty," said Moore. "I reached out to Carol at NuCompass and said 'Help!'"

NuCompass worked with Moore to assist transferees with immediate needs and then identified housing alternatives as the area recovered. "We ended up renting multiple apartments and also modified our relocation policy to allow more flexibility," said Moore. "NuCompass had my back even in an emergency situation."

## THE RIGHT RELOCATION FORMULA

NuCompass helped the company manage their relocations and set their strategy for successful talent management outcomes.

For instance, when the organization needed to modify their home sale program, they turned to NuCompass to craft the right approach. Moore stated, "We wanted to make sure our employees were having a great experience, and we wanted to stay competitive with other companies. NuCompass always looked at ways to make our program effective and efficient."

Moore knows she can count on the whole NuCompass team to support her. "Even if something is time-consuming, they consistently come through," she said. "That's the type of relationship we have."

## SUMMARY

When NuCompass is able to work with a client at a partner level, they deliver great relocation outcomes and also provide a level of understanding, trust, and anticipation that makes everything move a little more smoothly.