

# FAIM 2.0 – RAISING THE BAR ON GLOBAL MOBILITY

UPDATES TO THE FIDI-FAIM CERTIFICATION RESPOND TO CHANGES IN CUSTOMER NEEDS AND IN THE BUSINESS WORLD.

In 1997, the FIDI Global Alliance – the largest global alliance of independent international moving companies – introduced the industry's first certification for international moves. The FIDI Accredited International Mover (FAIM) certification became the compass by which all FIDI members use to guide their businesses and effectively deliver high-quality services and peace of mind to their customers.

Covering all aspects of the business – from finance and management to operations and customer service – FAIM was designed to help raise the level of service that FIDI members provided to their corporate clients.<sup>1</sup>

Corporate relocation managers throughout the world quickly recognized the benefits of partnering with a mover that had earned its FAIM certification:<sup>2</sup>

- > Knowledgeable and professionally trained staff
- > Secure storage facilities and safe vehicles
- > Guaranteed quality through every aspect of every move
- > Confidence that the company is financially sound



To receive FAIM certification, every FIDI affiliate must undergo a physical, one-day onsite compliance procedural audit by an independent third-party management consultant. These rigorous audits consist of reviews of a company's financials; facilities, equipment, and materials requirements; staff knowledge and core competencies; and management processes, risk management, legal compliance, and customer service.<sup>3</sup>

## A CHANGING WORLD

World events, including 9-11 and volatile financial markets, as well as new priorities for environmental protection and social responsibility, have created additional demands for customers and businesses alike. Three years ago, FIDI decided it was time to update FAIM to reflect these changes. The resulting FAIM 2.0 provides a revised quality roadmap for FIDI and its more than 500 members from over 100 countries.

<sup>1</sup> FIDI-FAIM. [www.fidi-faim.com](http://www.fidi-faim.com)

<sup>2</sup> FIDI Global Alliance. [www.fidi.com](http://www.fidi.com)

<sup>3</sup> "Responding to change in the business world through industry-specific quality standards." *Mobility Magazine*, June 2010.

<sup>4</sup> "FAIM upgrade will be rolled out by year end." *FIDI Focus*, August 2010.



For the last three years, the FAIM Redesign Taskforce has worked to develop the program's first major upgrade since its initial creation.<sup>4</sup> The taskforce was comprised of some of the industry's most knowledgeable and experienced executives from the world's leading relocation companies:

- > Ben Ivory, Senior Vice President, Quality and Worldwide Network Development, Graebel Movers International, Inc., Denver, Colorado, U.S.
- > Jeff Mason, Group Manager International Services, Kent International Movers, Melbourne, Australia
- > Jesse van Sas, General Manager, Interdean Brussels International Relocation, Brussels, Belgium
- > Santiago Bosch, Vice President, Lift-Van International Co., Buenos Aires, Argentina
- > Dale Armstrong, CEO, Armstrong International Movers, Toronto, Canada
- > Nick Kerr, Managing Director, Davies Turner Worldwide Movers Ltd., London, U.K.

- > John Lim, Group General Manager, Asian Tiger K. C. Dat (S) Pte Ltd., Singapore

According to Mr. Ivory, the FAIM Redesign Taskforce Chairman, the taskforce actively sought input from both its members and customers. Member feedback was collected at workshops and during compliance audits, while customer feedback was gathered during workshops and meetings. Some of the valuable input that customers provided included the need for stronger security provisions and greater emphasis on environmental and sustainability efforts. Additionally, customers wanted relocation companies to better respond to their policies and requirements.

To make sure the new standards reflected FIDI's membership and the customers it serves, the taskforce gathered perspectives from every region of the world and from members of all sizes. "The diversity and commitment of the FAIM Redesign Taskforce ensured the new

FAIM 2.0 remains relevant to our industry, as well as provides a global solution for both large and small affiliates that span all continents, cultures, and nations," explained Mr. Mason. "With the new continuous improvement philosophy of FAIM, clients can rest assured that they are working with companies who are applying best practices on a door-to-door basis."

### FAIM'S NEW RULES OF THE ROAD

The FAIM 2.0 certification strengthens best practices in operations and service quality, as well as addresses the requirements of international relocations in today's world. The standards specifically focus on four main areas: security, environmental, and social responsibility; members' financial strength; service and responsiveness; and employee training.

Companies across the globe are placing higher emphasis on partnering with organizations that are secure and socially and environmentally responsible. The new FAIM 2.0 standards reflect this demand by better defining the means in which its affiliates should approach security, social responsibility, and environmental policies. Some key elements of the program in this area include requiring members to:

- > Agree to define their commitment to anti-child labor.<sup>5</sup>
- > Increase specifications for protecting both data and customers' physical goods throughout the relocation process.<sup>6</sup>
- > Minimize the effects of their operations on the environment by creating a documented policy that addresses energy conservation, recycling of packaging materials, and emissions reductions.

With the recent worldwide economic downturn, companies are beginning to pay greater attention to the financial health of the organizations with which they do business. FAIM helps customers accomplish this task by closely monitoring the

<sup>5</sup> "FAIM 2.0 presentation." 2010 FIDI Conference, April 14, 2010. Melbourne, Australia.

<sup>6</sup> "Responding to change in the business world through industry-specific quality standards." Mobility Magazine, June 2010.

financial strength of its affiliates. All members now must participate in annual reviews of their financials. Through this process, companies must demonstrate that they meet and can maintain specific financial ratios for liquidity.<sup>7</sup> Knowing a relocation company is financially sound and therefore likely to remain in business instills peace of mind with customers.

Quality moving services are often defined by the levels of service and responsiveness that relocation companies give to their customers. With this thought in mind, FAIM 2.0 establishes new standards for service, responsiveness, and claims prevention and management. Specifically, FAIM requires members:

- > Document the specific names of crewmembers performing services during all phases of the move.<sup>8</sup>
- > Provide a timeline that details components and phases of the move, as well as any associated schedules, within the customer quotation.
- > Establish standards and definitions for timely, responsive customer communication.<sup>9</sup>

As with the previous version of FAIM, employee training and continuous education play an important role in ensuring FIDI members deliver services that are relevant to customers and reflect the requirements of an ever-changing marketplace.

“Today’s business climate requires that moving companies be more responsive, process-driven, communicative, eco-friendly, and security-focused,” stated Mr. van Sas. “The new FAIM 2.0 includes

all these elements and more, enabling members to take their companies to the next level. This in turn will provide customers – both corporate and private – the peace of mind they seek.

### PREPARING FOR WORLDWIDE IMPLEMENTATION

Currently, the new FAIM 2.0 standards are being tested by a group of volunteer members known as the pilot group. The pilot phase will continue until FIDI rolls out the new standards globally in December 2010.<sup>10</sup> Following the rollout, all members will need to adhere to the new higher standards for service and quality to maintain their membership in FIDI.

Among the members of the pilot group is Graebel Movers International, Inc. “Graebel is pleased to have the opportunity to provide a valuable U.S. perspective for the successful rollout of the new FAIM 2.0 program,” explained Mr. Ivory. “FAIM includes many of the elements of our C-TPAT, ISO 9001-2008, and 14001 Environmental Standards,

and our staff is excited to test our existing programs against the new FAIM 2.0 standards. We look forward to comparing our performance measurements against those of our peers throughout the world, so that we can continuously improve our service and provide the peace of mind our customers deserve.”

Bill Graebel, chief executive officer of Graebel Companies, Inc. concluded, “I am thrilled about the new FAIM 2.0 standard, as it brings forward many of the successful and proven concepts of the original FAIM. Now, FAIM 2.0 better leverages several best practices in service quality, data protection, claims prevention, environmental awareness, and social responsibility that are appropriate for the times we live in. Additionally, I am confident that customers of FAIM 2.0 certified companies will truly see a difference in the professionalism that is on display and can be confident in every facet of service – from the first to final mile of their



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<sup>7</sup> Ibid.

<sup>8</sup> “FAIM 2.0 presentation.” 2010 FIDI Conference, April 14, 2010. Melbourne, Australia.

<sup>9</sup> “Responding to change in the business world through industry-specific quality standards.” Mobility Magazine, June 2010.

<sup>10</sup> “FAIM 2.0 presentation.” 2010 FIDI Conference, April 14, 2010. Melbourne, Australia.