

# Enhanced Mobility Experiences: Immersion in Company Culture is Key

Graebel Certified-Fit® develops customized internal training programs to ensure exceptional employee experiences for a Fortune 100 company

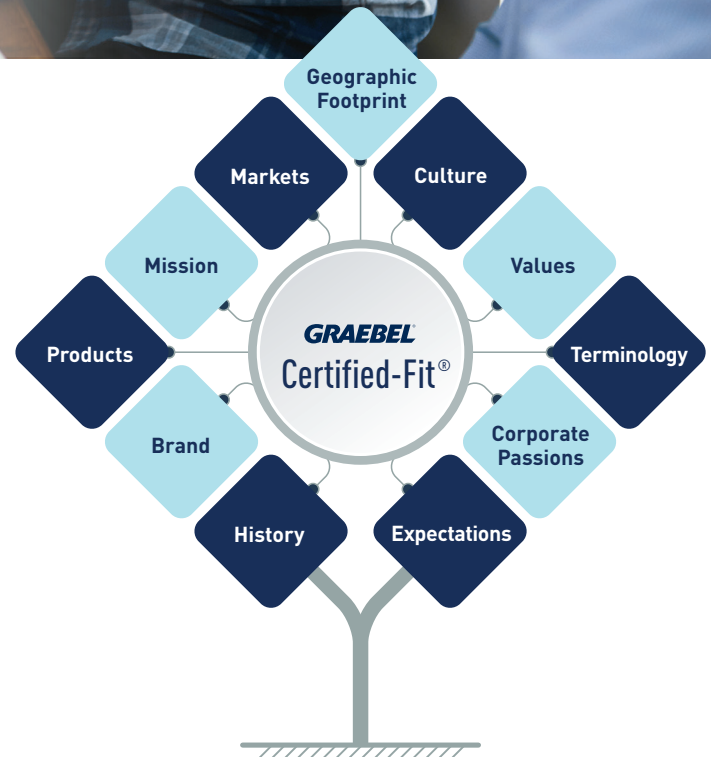
One of our clients, a global chemical manufacturing company with production sites and offices on six continents, chose to take our pledge of Understanding Clearly to even higher levels. Their goal? To provide their mobile employees with exceptional experiences.

With over 30,000 employees and a mobility program encompassing long and short-term relocations, assignments, permanent moves and localizations around the world, the company was eager to collaborate with us as an extension of their brand. By preparing our internal teams to better serve their mobile employees and meet their own Duty of Care, we aimed to create an experience that felt more like an internal function of the company itself than an external service.

Graebel Certified-Fit was perfectly designed to deliver this elevated experience, as the program leverages an in-depth discovery process that allows us to first learn about a company and its culture, then educate and certify our own staff who will interact with or support a client's employees using that information.

## Preparing our Team to Serve

To get started, we needed to learn what mattered most to both the company and their mobile employees. With that knowledge, we could best position ourselves to train our internal teams to be exceptionally fit to serve our client.



Key client information that Certified-Fit can capture and share within the training curriculum

## CASE STORY: Enhanced Mobility Experiences: Immersion in Company Culture is Key

Over a three-week period, the company's global mobility program manager worked internally to compile and approve the right information to include in the training curriculum. At the same time, we collected additional data and branding information from reliable sources and sent all the combined information to our software developer to build the digital lessons.

Throughout the development phase, the company's representatives were able to log directly into the training tool and add comments or suggest revisions in real time, a collaborative process that resulted in a shorter turn-around time and a more customized output.



### Integrating with the Client's Brand, Values and Culture

To ensure a secure fit with the client's culture, we collaboratively established a deep understanding of their prioritized training components. Within their Certified-Fit training curriculum, the company chose to emphasize their:

- › Unique employee culture
- › Robust company history, product lines and targeted markets
- › Corporate diversity, equity, and inclusion (DEI) principles
- › Core values, including their commitment to the environment and sustainability
- › Detailed service requirements reflecting their high standards
- › Standard employee communication protocols

Additionally, the Graebel University Learning and Development Team provided ongoing support and recommendations to make sure the training tool was designed according to best practices.

The final product, developed over a five-week period, is an interactive, easy-to-navigate online platform presenting audio, video and written learning materials, followed by a knowledge check testing exercise.



### Typical Certified-Fit Development Approach

Our goal is to deliver a Certified-Fit program for a client through a flawlessly designed process. Here's the typical implementation approach:

- › Initiation
- › Internal content compilation by the client
- › Additional content compiled by Graebel
- › Development and testing stage
- › Final client approval
- › Graebel staff assignments announced and testing window opened
- › Internal teams study e-learning curriculum and pass digital knowledge check
- › Newly assigned employees complete the curriculum
- › Training course refreshed at agreed-upon intervals (optional)



For this client, the e-learning program was rolled out to 122 designated Graebel team members approximately 5 months after the Certified-Fit engagement began. This timeline aligned with the client's strategy and plans to have stakeholders take part in the review and approval process. Graebel participants ranged from representatives of the Global Service Delivery Team to those on the Billing and Finance and IT teams.



## Certified-Fit Curriculums Add Value and Remain Current

Changes in business are inevitable, so the Certified-Fit program is designed to evolve as the company evolves. As with all our Certified-Fit courses, we'll refresh this one annually (or even sooner if requested) to update the company's preferred messaging regarding staff, culture, locations, products, and any other important details. As new Graebel employees are assigned to work with the company, we'll ensure they complete the training within 30 days as a part of their orientation to that client team.

Apart from our own employees here at Graebel, we can also develop a supplier partner-friendly version of any Certified-Fit curriculum. If requested, sensitive content can be strategically removed, to protect any proprietary information. In these cases, our primary external team members are required to study and master the material before serving the client's employees.

## Initial Feedback Sets the Company up for Even More Successful Assignments

The company has been so impressed with the curriculum and the training tool that they're preparing to incorporate the platform and material into their own mobility team's onboarding processes and employee career journey-mapping depictions. We offer this additional option to clients who'd like to educate their internal teams, like recruiting or other business units, about the process and value of the mobility program.



"It makes a big difference to us for the Graebel team to know more about the people they're serving on our behalf. Different employees need different levels of assistance. Scientists or finance team members approach the mobility experience in different ways, for example, and I'm glad that Graebel has implemented steps so that they can be aware of those work style differences in order to provide a good experience for each."

"I think the idea is quite innovative. In our previous relocation management company experience, the effort to get to know us ended with the consultant and didn't extend to all corners of their support team."

"The technology that's utilized is super-seamless and interactive."



– Global Mobility Program Manager



## What's Next

Certified-Fit is already having a positive impact on the company's mobile employees' mobility journeys. At the appropriate time, we'll evaluate the impact of the program with key performance indicators (KPIs) attained by analyzing satisfaction scores provided by the mobile employees and their families. We expect to see overall improvements in satisfaction now that the company and their employees receive support from Graebel team members who are "trained to fit" to integrate with the company's culture and to directly address their needs and expectations. We'll continue to grow and flex with their needs as their needs change and their brand evolves.

**[Contact us](#) to learn about the many ways Graebel works to understand your organization clearly, or take a look at our [Certified-Fit Solution Sheet](#).**