



PEOPLE-FIRST MOBILITY

Exceptional talent mobility through a uniquely human lens

Here's how to create a people-first relocation experience that delights your mobile employees and delivers real business impact.

11 components of an exceptional employee relocation experience



What does employee experience have to do with employee relocation? Well, EVERYTHING!

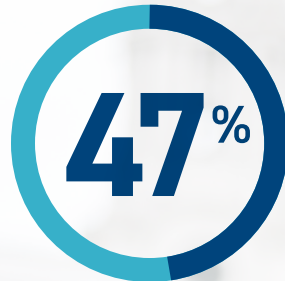
Every communication, tool, process and environment impacts how your employees feel about your organization. And, during a relocation, countless interactions can influence that perception.

Today's mobile employees expect more, and organizations need to up their game when it comes to the employee relocation experience.

Getting it right means putting people at the center of absolutely everything.

There are 11 components of an exceptional employee relocation experience. When you put them into practice within your organization, you'll confidently satisfy mobile employees' needs and proudly deliver on strategic business objectives.

Mobile employees crave a better experience



of employees want better support staff¹



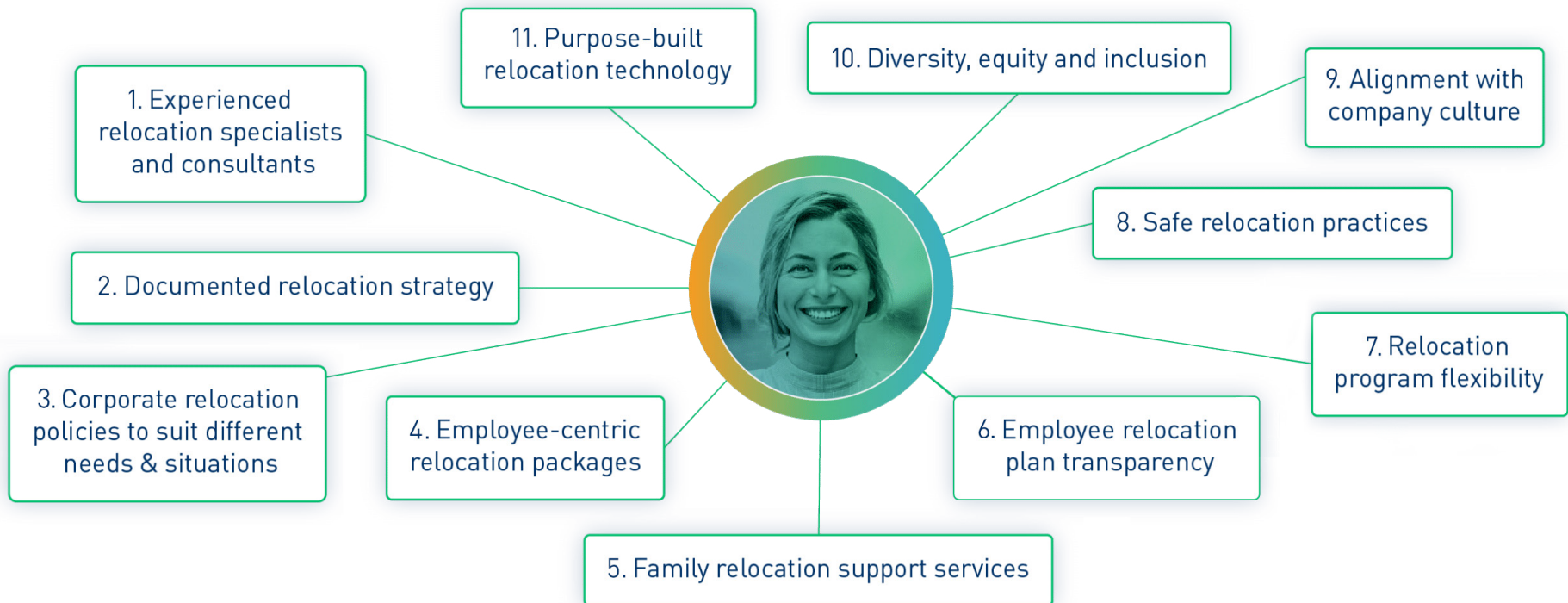
of employees want better communication tools¹



of employees want better access to information¹



11 components of an exceptional employee relocation experience



1. Experienced relocation specialists and consultants

The most important factor in delivering an exceptional employee experience is the relocation specialist or consultant guiding the relocation.

Specialists and consultants act as the single point of contact for your mobile employees, coordinating every aspect of the relocation, guiding employees throughout the process and advocating on their behalf.

Not all specialists and consultants are created equal.

The people who can deliver an experience that meets or exceeds employee expectations are experts in their craft. They also exhibit the key traits that you see in the right.

Qualities of a people-first relocation specialist or consultant



Empathy

Listening and displaying a genuine concern for employees' unique situations



Proactive problem-solving

Anticipating and addressing challenges before they emerge



Pacing

Providing employees with the right information at the right time



Openness and transparency

Ensuring employees understand all parts of the process and remain informed



Trust

Building relationships and providing honest answers so employees have clarity



Exceeding expectations

Going above and beyond to upgrade, expedite or save time and money



2. Documented relocation strategy

While some companies base their strategy on cookie-cutter templates and standard frameworks, the approach often falls short on the employee experience front.

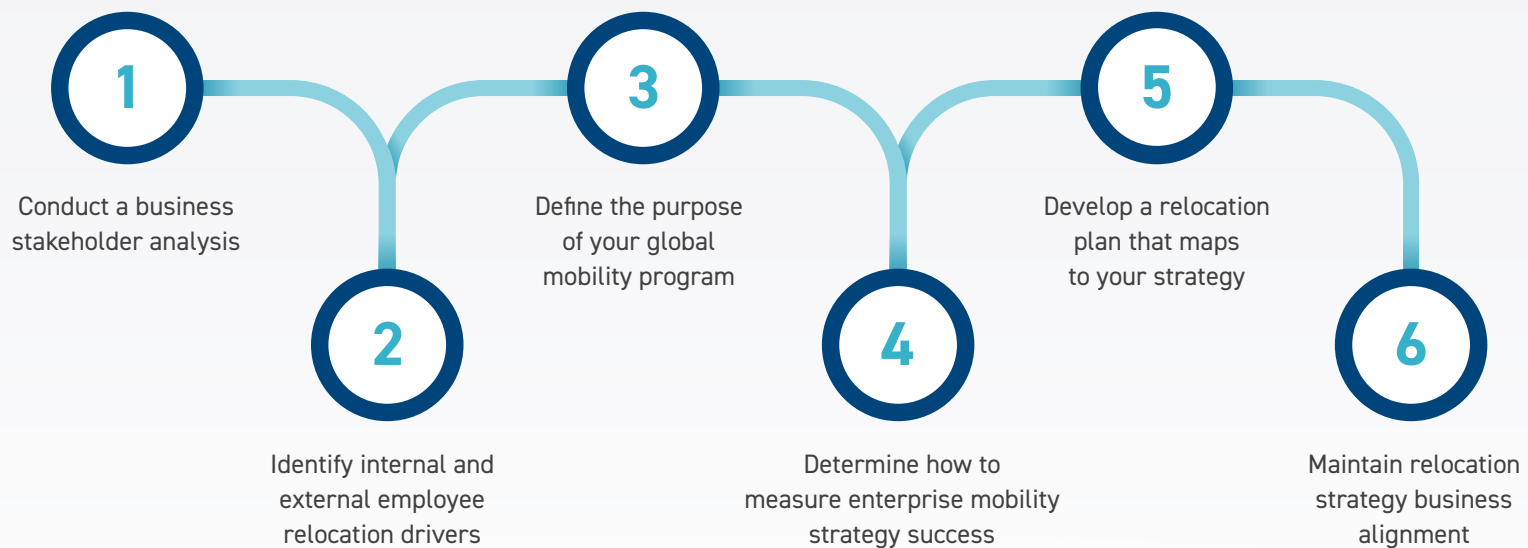
To achieve the best results, your relocation strategy needs to be unique to your company's mission, goals and culture; connect to your overall business goals; and be laser-focused on the employee.

Documenting your relocation playbook helps. A written strategy states clear relocation objectives,

outlines specific priorities and helps decision-makers communicate consistently to employees. It also allows you to track and measure results and iterate over time.

For a deeper dive, check out our [step-by-step guide](#) to creating a business-aligned relocation strategy.

How to create a business-aligned relocation strategy and plan in 6 steps



3. Corporate relocation policies to suit different needs and situations

A corporate relocation policy includes the established parameters for various employee roles and business scenarios.

Your organization might offer different types of policies—for example, a “lump sum policy” for recent grads and a “VIP policy” for C-level executives.

The relocation policy must also maximize the value for a mobile employee while controlling costs for the business. For example, by identifying patterns in how often exceptions occur within a policy, you might decide to make additions or changes to the policy that would reduce future exceptions, increase efficiencies and mindfully reduce mobility spend.

Counseling mobile employees is another way your relocation partner contributes to an exceptional experience. Providing expert guidance ensures they understand the policy and how to use the Miscellaneous Expense Allowance (MEA) for services it doesn’t cover.

You can read more about [relocation best practices](#) in this article.

Corporate relocation policy best practices



4. Employee-centric relocation packages

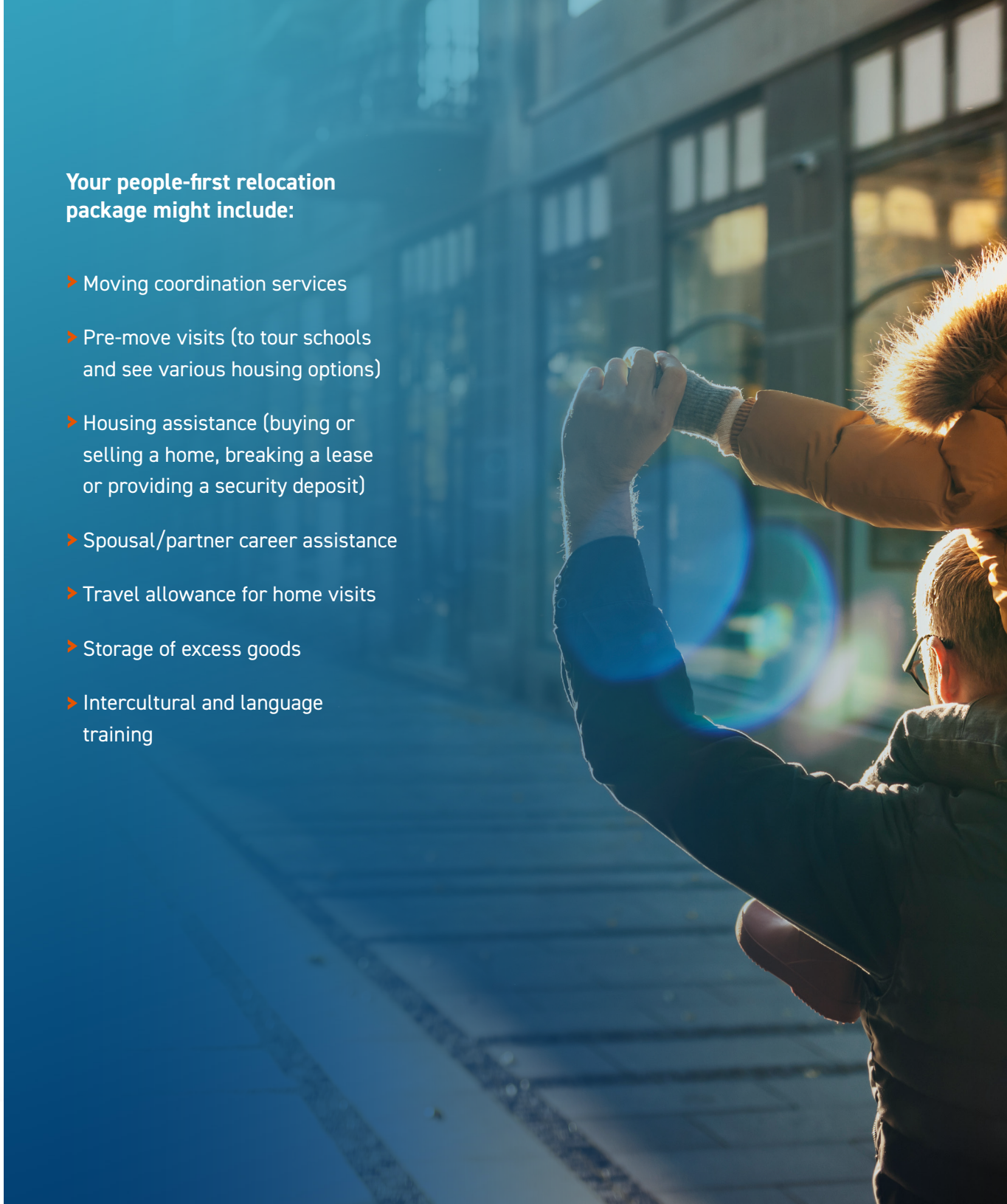
To create an exceptional employee relocation experience, your relocation package should go beyond providing the bare minimum relocation assistance and offer perks, such as moving coordination services, housing assistance and travel allowances.

When an employee's individual needs are satisfied, the employee is able to settle in quickly and meaningfully—enabling them to focus on their role and the wider goals and objectives tied to their relocation.

What's more, a laser focus on meeting employee needs impacts how the employee views and talks about the company, contributing to retention, positive reviews and referrals.

Your people-first relocation package might include:

- Moving coordination services
- Pre-move visits (to tour schools and see various housing options)
- Housing assistance (buying or selling a home, breaking a lease or providing a security deposit)
- Spousal/partner career assistance
- Travel allowance for home visits
- Storage of excess goods
- Intercultural and language training



5. Family relocation support services

Many organizations fail to prioritize family engagement and happiness in relocation. But putting family needs at the forefront and supporting all members (including pets) is critical to a great experience and a productive and rewarding assignment. Here are some family relocation support services you can provide to increase the likelihood of delivering an exceptional relocation experience.

Communicate early

Speak to family members at the beginning of the relocation process to understand their priorities. This dialogue will help identify solutions and provide information to put their minds at ease.

Build familiarity

Arrange pre-assignment trips for the family to see the new location and get excited about living in a new place. Introduce them to others familiar with the city and lifestyle to answer their questions.

Set up technology

Establish strong and reliable internet connectivity as soon as the family arrives at their new location. Technology will help reduce feelings of isolation and loneliness.

Ease transitions

Help make the adjustment easier for employees and their families by recommending housing, schools, transportation, food options and activities (both culturally familiar and new).

Reduce cultural barriers

Help families learn how to feel more at home by creating opportunities to learn about language, currency, transportation, city life, and local laws and regulations.

Maintain home connections

Arrange for family members to take periodic trips home. Also, facilitate opportunities for direct family members from the home country to visit.

Support partner career goals and interests

Help the mobile employee's partner pursue career goals through immigration services, job-seeking and/or development opportunities, and recommend support services such as babysitting, shopping or house cleaning.

6. Employee relocation plan transparency

An employee relocation plan outlines all of the activities that need to happen at each stage of the relocation journey, including all of the tasks, who is responsible for completing them and the due dates.

Creating this type of detailed and accessible plan goes a long way towards creating an exceptional relocation experience. After all, when employees can see the full picture, and understand how each milestone impacts others that follow, this clarifies the relocation process.

What's more, a clear and transparent employee relocation plan minimizes the potential for misunderstandings and complications. From day one, everyone knows the tasks that must be accomplished at each stage of the relocation journey.



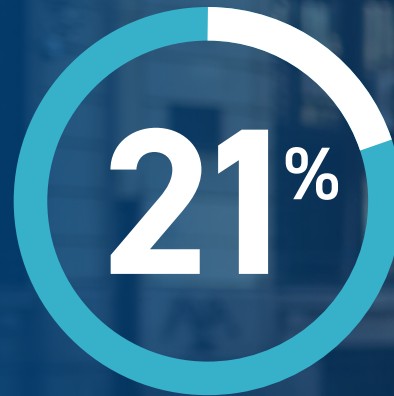
“A clear and transparent employee relocation plan minimizes the potential for misunderstandings and complications.”

7. Relocation program flexibility

Assignees in different generations want and expect different benefits. They have unique needs and preferences, and a rigid, one-size-fits-all approach to employee relocation often translates to a poor experience.

Building flexibility into your relocation program ensures you include what's most important to mobile employees and their families, while also empowering your global mobility team to make decisions and keep relocations moving.

Since many milestones in a relocation are dependent on the timely execution of previous steps, the ability to make quick and accurate decisions saves time, promotes efficiency and helps employees get to their destinations—and start achieving business-related goals—sooner.



of Millennial-aged parents were willing to relocate internationally during the pandemic, compared to 35% of parents overall²



8. Safe relocation practices

To create an exceptional relocation experience, mobile employees need to feel confident that their safety is a priority. No matter what's happening in the world, the following safe relocation practices are critical.



Research location

Examine data and listen to expert advice before determining if a move is safe or if relocation is even possible at that time.



Obtain insurance

Make sure employees have the right travel, health, moving or renter's insurance to guard against catastrophes.



Maintain compliance

Make sure service providers have proper measures in place to handle any health or safety emergencies.



Follow laws and guidelines

Ensure employees know the official rules required for border authorities and follow them closely.



Prioritize health

Ensure vaccinations are current and create a crisis plan for your assignees to help ease their concerns.



9. Alignment with company culture

When employees accept a role at an organization, a big part of their decision comes down to cultural fit. Employees sign up to be part of an organizational culture that corresponds with their own needs and values.

This alignment is even more critical when organizations work with a relocation management company (RMC)/relocation services provider. The RMC needs to embody the corporate culture to operate as a natural extension of the team.

Mirroring an organizational culture requires that the RMC's relocation consultant, and anyone helping your employees along the journey, intimately learn about the values, beliefs and behaviors that make your organization unique.

RMCs get up to speed by taking a deep dive into your company's:

- **Company background**
Important brand and industry characteristics
- **Key data**
Public information about your sales, leadership team and employees
- **Geographic footprint**
Details about your global markets and corporate locations
- **Market segments**
Information about the audience you serve
- **Purpose and values**
Attributes that are important to your employee experience
- **Relationship expectations**
The customer service levels and types of interactions you expect



10. Philosophy on Diversity, Equity & Inclusion (DEI)

When companies have more gender, racial and ethnic diversity, they're more likely to have better-than-average financial results.³ Unfortunately, though, in some organizations candidates from diverse backgrounds may be overlooked for relocation opportunities.

To create an exceptional employee relocation program, there needs to be a shift: Mobility managers must ensure that they create a qualified pool of candidates that isn't limited by intentional or unintentional bias or discrimination. Additionally, businesses should ensure mobility policy language is written in a way that is inclusive of and accessible to all identities.

[Go on our interactive DEI journey](#) to learn what it takes to implement purposeful and strategic DEI initiatives within mobility.

Take DEI to the next level



EXPLORE
DIVERSITY



EXPLORE
EQUITY



EXPLORE
INCLUSION

11. Purpose-built relocation technology

Technology can have a significant impact on the way mobile employees feel about the relocation experience. The type of relocation technology, the visibility it provides and the level of control and customization it offers help shape their perspective.

Relocation software needs to align with the way it will be used—whether a consultant fully manages it, the employee and consultant use it collaboratively or it is completely self-serve. In every instance, mobility technology should serve to enhance and optimize the customer service experience, not replace it altogether.

Additionally, the relocation technology needs to make it easy for both mobile employees and talent mobility professionals to access information.

Technology must enable access to:

- Policy, destination, expense and move status details
- Relocation activities and associated tasks with due dates
- Intuitive self-serve tools for completing expense reports or other forms
- Real-time reports and business intelligence for enterprise planning and tracking of all relocations 24/7 on a global basis
- Integration with Human Resources Information Systems (HRIS) or Human Capital Management (HCM) systems
- Supplier invoices and program costs for better management and analysis

People-first mobility. Often imitated. Never duplicated.

Graebel can help take your employee relocation experience from good to exceptional by taking a uniquely human approach to talent mobility.

Think a colleague would benefit from reading this eBook? Share it now:



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1. The 2021 Global Employee Experience Imperative. ServiceNow, 2021.
2. State of Mobility 2021 Survey and Report. Graebel, 2021.
3. Hunt, V et al. "Why Diversity Matters." McKinsey, 2015.

