

Building a Unified Mobility Ecosystem for Business Agility

By leveraging Graebel's expertise, a global pharmaceutical leader consolidated its mobility program, reducing complexity and creating a smoother, more efficient experience for employees worldwide.

When multiple providers and fragmented processes created friction across the mobility journey, a swift, unified response brought clarity and cohesion. With Graebel's guidance, the organization strengthened support, streamlined the assignment lifecycle, and elevated the overall experience through proven technology. The resulting enhancements set a new standard for efficiency, employee empowerment and end-to-end mobility excellence.

Project overview

With 40,000 employees worldwide, this global pharmaceutical company with a 145-year history had a mobility program that had become increasingly complex. Multiple providers, inconsistent processes, and frequent handoffs made assignments difficult to navigate and created confusion for employees and the global mobility team.

Graebel worked with stakeholders to review the full mobility journey, pinpoint where friction was occurring, and align on a simpler, more unified approach. By consolidating the service ecosystem, introducing proven technology and adding dedicated onsite support, the company created a smoother, end-to-end experience. The updated program now moves employees faster, reduces delays, and gives both employees and mobility partners a clearer, more streamlined process.

Methodology and strategic insights

To optimize both employee and team outcomes, the approach focused on the following key areas:

	Approach	Impact
 Employee experience	Streamline every interaction by collapsing two briefing calls into one, reducing Letter of Assignment reviews in half and combining check-ins into a single touchpoint.	Assignees experience higher satisfaction, fewer questions, and greater confidence when they interact with a single trusted partner rather than multiple contacts.
 Mobility team	Dedicate an onsite mobility manager and consolidate the number of service partners, removing complexity and resulting in a more efficient and effective communication.	Mobility leaders spend time on strategy and building relationships instead of tracking multiple vendors and sorting through conflicting updates.
 Operational efficiencies	Simplify initiation, exception, extension and repatriation workflows, eliminating duplicate steps.	Streamlined workflows reduce duplication and deliver measurable efficiency gains across the mobility lifecycle.
 Ecosystem integration	Leverage Graebel's open architecture to connect company systems with Graebel tools and partner networks. Incorporate survey and NPS results from the past four years to provide real-time visibility.	Coordinated systems eliminate information gaps and provide both employees and managers with clear visibility into status, next steps and outcomes.
 Proven results	Leverage historical scorecards, case studies, survey data and pilots to inform expectations, co-design improvements and iterate quickly.	Standardized processes increase consistency, boost satisfaction and reduce costs by eliminating duplicate efforts.

Forecasted results

Consolidating the mobility ecosystem will eliminate unnecessary complexity, enabling the global mobility team to focus on strategic initiatives. The following outcomes highlight the tangible benefits of the updated program:

- **Touchpoint reduction:** Streamlined workflows are expected to reduce approximately 15 interactions per assignment year. This translates into fewer emails, calls and status updates for both assignees and internal teams, freeing up time for high-impact work while maintaining visibility and responsiveness.
- **Process-based time savings:** Assignees are expected to save about five hours per file — nearly 1,500 hours across 300 files in a typical program year. The global mobility team can expect to save roughly 9.5 hours per file, or 2,850 hours annually. These efficiencies come from removing duplicate steps, simplifying briefings, reducing routine check-ins and minimizing escalation handling.
- **Speed-to-ground:** The simplified process is projected to compress key timelines, reducing initiation, extension, and repatriation steps by an estimated 7 to 10 days. By eliminating unnecessary handoffs and consolidating decision points, the program moves talent more quickly, improves coordination between stakeholders, and strengthens business continuity during transitions.

Strategic business impact



Cost containment: Consolidating multiple vendors into a single partner reduces total assignment program costs and eliminates hidden ancillary fees.



Talent acceleration: By shortening onboarding timelines by up to 10 days, the company can bring critical talent on board faster, ensuring key roles are filled promptly and business initiatives proceed without delay. This streamlined approach also helps employees settle in quickly, reducing downtime and enabling immediate contribution.



Risk mitigation and compliance: A single point of care simplifies oversight, minimizes compliance gaps and strengthens control over sensitive data.



Time reinvestment: Streamlined workflows free up meaningful capacity for assignees and the mobility team, allowing time to be redirected toward planning, advising and stakeholder engagement.



Stakeholder alignment: A dedicated onsite mobility manager and routine scorecard reviews unify HR, talent acquisition, service partners and assignees around a single narrative.



Employee loyalty: More efficient and timely engagements enable faster decision-making, creating a smoother experience and fostering stronger advocacy.



Business agility: Unified systems and transparent performance insights give the company confidence to pursue growth without mobility barriers.

Conclusion

Graebel partnered with the company to deliver clarity, consistency and coordination across the assignment program. Early results show that reducing touchpoints and accelerating workflows improves satisfaction and streamlines operations.

As the model matures, Graebel will monitor key metrics — including consultant satisfaction, overall satisfaction, policy satisfaction, NPS and return rate — to ensure standardization continues to increase consistency, raise satisfaction and reduce costs as services transition from a prior third-party provider to Graebel's managed model.

The transformation demonstrates the impact of a streamlined mobility experience. Simplified, coordinated processes give the global mobility team greater strategic influence, help employees navigate confidently, and position the company with a future-ready mobility program fully equipped to support continued growth.