

Case Study

CORPORATE RELOCATION: Indispensable Planning



Indispensable Planning: Assisting to Remedy Employee Mobility Woes

Done correctly, Corporate Relocation Leads to:

-) Higher Job Satisfaction***
-) Organizational Commitment***
-) Lower turnover***
-) Higher Performance Levels***
-) Career Effectiveness***
-) Lowered Stress***

Executive Summary

In an ever increasingly competitive job market, Human Resource professionals invest countless hours recruiting, hiring and relocating top talent. Employee relocation is a crucial time to either make or break the employee's lasting impressions of the company.

Challenges

A large energy company experienced numerous household goods shipment delays especially during what the moving industry identifies as "peak season" (summer months). The situation exacerbated at the end of each summer month as employees were facing delays, temporary housing expenses and shipment loss and damage. So many of the issues surrounded "short notice" registrations with the company's inability to plan effective talent management requirements and outline specific job requirements to meet project or site demands.



The result was a struggle to successfully start new projects and poor disposition of transferring employees and their families.

Taking Action

To assist and partner with the company, A-1 Freeman representatives met with the company's Human Resource Group and outlined the need to include a relocation representative as a member of the company's Project Management Team. As a member of the project team, we provided logistics support, assisted in establishing relocation timelines, offered destination information assistance and expanded the company's reporting metrics to align statistics on and toward specific company projects.

Results

The effort resulted in the following improvements and enhancements:

-) Future project development plans would include talent management requirements with a relocation assessment including a timeline, reporting statistics and contributing destination information and family assistance.
-) Longer range plans allowed us to assess project timelines and staged relocations to meet startup requirements thereby moving employees and related families based on need and structured pickup/delivery dates.
-) Destination information provided in advance of relocations assisted the company's Human Resource Group to effectively communicate with transferee families fostering assignment approval. The information assisted in addressing transferee questions thus allowing Human Resource representatives time to focus attention on other issues and project challenges.
-) A logistics report was created and submitted to track all transferee assignments and align pickup and delivery dates to meet project startups. Monthly recaps are prepared and submitted to identify shipment status, on-time pickup and delivery percentages, spend, shipment loss and damage data and a complete rollup summarizing project statistics.
-) As shipment load dates were projected within the project plan, Operations and Customer Service staff had time to align equipment around shipment origin locations and pack and load dates. In addition, the project plan allowed Operations to coordinate with northAmerican Van Lines as additional support and backup.

Dwight D. Eisenhower is quoted to say, "In preparing for battle I have always found that plans are useless, but planning is indispensable." In this instance, "planning" became a crucial point to improve effectiveness and strategically align ourselves to meet "right time, right place and right talent requirements".

Since 1974, A-1 Freeman Moving Group has become a Single Source Solution for the moving, relocation, logistics, warehousing, and transportation needs of thousands of individuals, governments, militaries, and many of the world's top businesses. A focus on excellence in customer experience & service has made A-1 Freeman Moving Group one of the most respected moving companies in the industry.