

Case study

Delivering great, compliant domestic mobility services within a global service-delivery model



Many of our clients manage their mobility program through a central point of contact. This approach can provide great global oversight, but requires local support and knowledge to ensure compliance and the best experience for the relocating employee.

Services

- Program Administration
- Immigration Services
- Destination Services
- Training and Support Services

Applicable to

- Program management
- Domestic Relocations
- Lump sum management



Challenge

A worldwide consumer goods organization chose Crown to provide domestic relocation services in 35 different countries. These moves had previously been handled by an on-site service provider. The client was looking to develop and implement a service-delivery model that would enable the services to be managed globally, but delivered locally. The model would also have to ensure that all local compliance requirements were met, and that the current level of employee satisfaction would be improved. Finally, they also needed to better understand the costs of these global and domestic relocations.



Solution

In 2012, Crown took on this account, providing financial and moving services, policy counseling, program administration and tenancy management. In order to successfully implement and sustain this engagement, we needed a service-delivery model with local, regional and global elements.

The Crown Account Management team mirrored the client's internal structure, where there were regional leads, as well as a global owner. Our operational team was located in 30 different countries, which allowed us to provide employees with support in their local language and on-site support in five larger markets. As a result, the client was able to achieve their business objectives of understanding their total relocation costs globally, as well as standardizing the employee experience for all sister companies throughout the world.



Results

Over the past three years of this engagement, Crown has consistently exceeded its KPIs with a satisfaction rating of 97 percent or higher. An additional benefit of this implementation was that over 1,000 productivity hours were given back to HR. This allowed the team to focus on employee relations and ensure employees perform their duties to promote the goals of the company.