

## Case study

# Managing large groups of relocating employees without compromising the experience



## Spotlight

Every corporate has its own unique array of mobility needs that are as diverse as its workforce. Only by truly understanding these can the right mobility program be designed and mobilized within budget.

### Services

- Consulting Services
- Financial and Compensation Services
- Program Administration

### Applicable to

- Program Management
- International Relocations
- Domestic Relocations



### Challenge

Embarking on a joint venture could be a great way for a client to pool resources to accomplish a specific project or task. It may prove to be cumbersome when you are trying to create a harmonized mobility program. A technology-based joint venture contacted Crown to see if we could provide structure to its complex and varied requirements around policy, invoicing and reporting. They needed a partner who could help coordinate with their internal stakeholders in the U.S. and in Asia to implement a solution for its global mobility population in under 45 days.



### Solution

Crown designed a unique service-delivery model that would meet the different needs of the business. With employees coming from Asia to the U.S., we felt it was important to conduct on-site predeparture briefings and be able to support their employees on site in the U.S.. Due to the structure of the joint venture, we needed to help our client manage their costs, so we used the power of our service-partner network to arrange discounts for high-volume locations, coordinated group intercultural sessions and created a roommate strategy that not only reduced costs but also helped to combat the pressure of a constrained housing market. Additionally, we were able to successfully implement the custom invoicing and reporting process, which ensured proper cost allocation, accurate payroll reporting and total cost transparency was achieved for the business.



### Results

Most importantly, our client was able to mobilize its group move population on time so they could achieve their business objectives. Employee satisfaction was at 98 percent throughout the project while direct costs were reduced by 15 percent. Our foreign tax reporting was 100 percent accurate so the joint venture could qualify for government grants that further reduced its overall spend.