

Start Your Flexible Mobility Journey!

There are many reasons why a business may look to implement a more flexible mobility solution—greater cost efficiency, improved user experience, and more diverse talent to name just three—however, beginning your flexible mobility journey can be challenging. Where do you start? Do you have the time to implement such a policy? What type of flexible solution is right for you? Here we share key considerations from [Cartus' Flexible Mobility white paper series](#) to help you address some of these questions.

WHERE TO BEGIN

When starting your program transformation, there are three key considerations that you and your organization should prepare for:

1. One Size Does NOT Fit All!

There is no template that you will be able to follow to create your flexible program. Your business, employees, and the groups within them each have their own unique needs. Template options and tested methodologies can be a great starting point and a useful benchmark, but relying solely on them to move your organization past square one of this process would make achieving a total program transformation near impossible. Simple answers to complex questions may be easier to digest and communicate, but may not always address your actual needs.

“The [Cartus] MovePro360® Benefits Builder enhancement was a real game-changer for Nike—and I think a game-changer for the mobility industry. It created an entirely new way for employees to customize their relocation benefits, and the gamified platform makes it an engaging experience for our employees. The fact that it's a collaboration tool for the Cartus consultant and our relocating employees to work together demonstrates Cartus' ability to marry technology with customer service to create an authentic connection. Cartus and Nike have a really strong relationship, and I think the partnership has become even stronger with the development of not only this technology, but Cartus' agile approach to delivery. It was a really big win for Nike that Cartus was able to quickly develop a solution and respond to a critical business need in such a short amount of time.

—Nike, Director Global Mobility Strategy”

**CARTUS AND NIKE
CASE STUDY!**

Find out how Cartus and Nike collaborated to deliver a successful core/flex policy, including the roles that each organization played and the results achieved.

2. Prepare to Invest Significant Time and Effort

Even with analytical tools and user interfaces, designing and implementing an effective flexible relocation model is not as simple as flipping a switch. There will be questions, data to gather, opinions to collate, numbers to crunch, feedback to assess, and communications to send. Your in-house HR/mobility team, whether working alone or with an external relocation services partner, should prepare to engage fully and invest the time to ensure your new policy is fit for purpose.

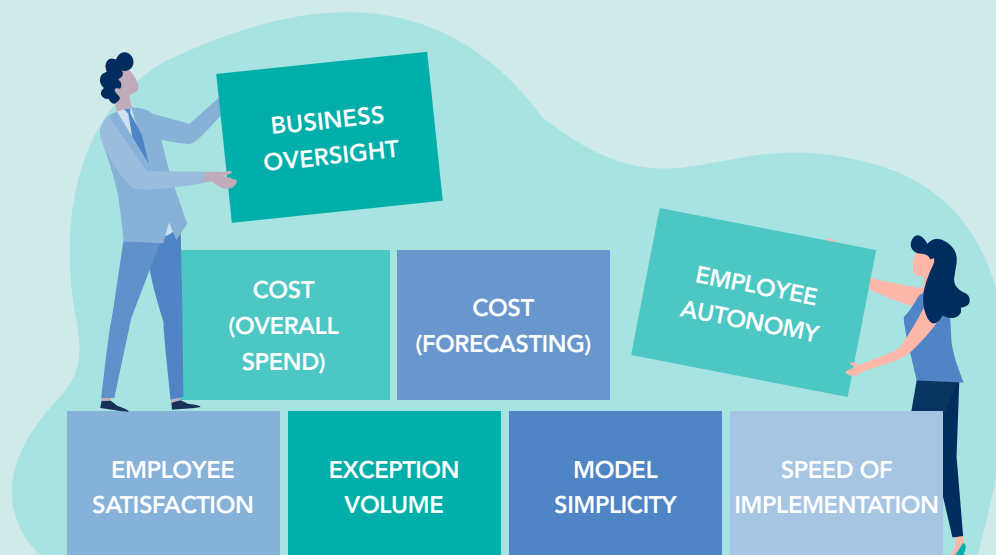
THE MOST COMMON FLEXIBLE MOBILITY APPROACHES:

- **Tiered Policy:** Employee gains access to varying degrees of services based on job band
- **Defined Policy:** Employee gains access to services and benefits defined by move-type
- **Lump Sum:** Employee provided a calculated sum to self-manage relocation
- **Business-driven Flex:** Defined services to a specific employee/group, based on perceived need
- **Cafeteria Model:** Flex-lite option, with employee selecting support options within defined framework
- **Core/flex:** All employees receive core benefits and select flexible services based on individual need
- **Total Flex:** Expanded core/flex model with enhanced decision on service allocation, inclusive of cash-out options

For more on the benefits and challenges of each of these policy-types, read the Cartus white paper, [Demystifying Flexible Mobility](#).

3. Understand Your Unique Business Priorities

When considering designs for your flexible policy, you may find yourself weighing the merits of employee experience versus cost containment, or technology integration versus the need to make changes on a strict timescale. The default instinct, of course, is to say, "I want it all." While this is an admirable goal, we recommend assessing all your business objectives for a policy transformation and ranking them in order of priority. If a decision supports one priority at the expense of another, ranking your priorities can speed up decision making during the design process. It can also provide initial guidance on the type of flexible policy that is most suited to your organization.



INFORMATION GATHERING

Having access to in-depth data will help to create your policy and test its robustness. As a best practice, the following is the most crucial data needed to support meaningful policy design:

The Essentials

Cost data: Understanding current spend by the type of relocation support an organization offers its employees.

Volume data: Capturing who an organization is sending, where they are sending them from and to, for how long, and under what circumstances.



Added Value

Sentiment data: Overall feedback on program satisfaction provides a solid base to measure the impact of change.

Exception data: Where a population seeks additional support is a useful tool when considering policy inclusions.

Utilization data: How employees engage with services offered to them under an existing model may provide insights into services that may be important to them in the future.



FIND OUT MORE

Be the first to receive future publications from Cartus' **Flexible Mobility** series: www.cartus.com/flex.

TAKE OUR SURVEY!

Answer 5 simple questions and receive in-depth recommendations around how to change your current relocation policy. By using the data you provide in the survey, Cartus will send you custom guidance that suits your mobility needs, empowering you to move towards a more flexible approach.