

## CASE STUDY: FLEXIBLE MOBILITY

# how to customize your international relocation program with core/flex mobility: lessons from a retail industry leader



### PROGRAM OBJECTIVES

- ✓ Enhance core/flex policy
- ✓ Improve employee experience
- ✓ Reduce administrative burden on the client

### INDUSTRY

Retail

### LOCATION

Global

### FOCUS

|                      |                     |
|----------------------|---------------------|
| Collaboration        | Core/flex           |
| Digital tools        | Duty of care        |
| Empowerment          | Employee experience |
| Personalization      | Exception reduction |
| Process optimization |                     |

## what we achieved

process optimization:  
more efficient and  
streamlined processes



**Digital advantage:**  
Enhanced program support  
through digital tools

**Personalized empowerment:** Employee empowerment to personalize program to meet their needs

Exception reduction

**66%**

**Productivity boost:**  
Improved client productivity by reducing hours spent managing exception requests and employee escalations

service satisfaction:  
exceptional client and  
employee service satisfaction



Client service  
satisfaction score:

**100%**  
Favorable

Employee service  
satisfaction score:

**97%**  
Favorable

## how to customize your international relocation program with core/flex mobility: lessons from a retail industry leader

### overview

- Client has partnered with Cartus for over 13 years.
- We have managed more than 12,500 relocations for this client in the past five years alone—nearly half of which were international transfers.
- Our strong partnership is based on an understanding of the unique needs of the client's diverse employee population.
- To continue to provide a positive global relocation experience, the client required a more flexible core/flex approach.
- We collaborated to design an enhanced core/flex policy.
- We determined which core and flexible benefits to provide using Cartus' enhanced point distribution analysis tool to drive core/flex project efficiency.
- Policy benefits were designed to support the entire relocating family and included:
  - Child/elder care reimbursement
  - Pet care and transportation reimbursement
  - Home/school finding assistance
  - Education consultation and tutoring
  - Pre-school/day care support
  - Spouse/partner and family support programs

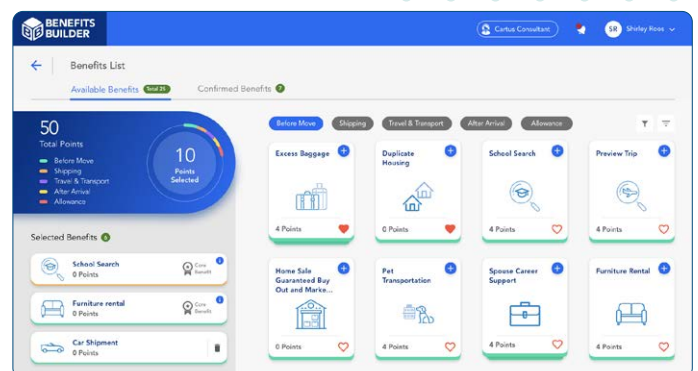
"We have used Benefits Builder for many years as part of our global relocation policy, and the system, along with the Cartus counseling, has consistently delivered improvements in the employee experience. The platform's intuitive design makes it easy for employees to navigate their relocation benefits, resulting in a noticeable decrease in exceptions and strong overall employee feedback. Our long-standing partnership with Cartus and the use of Benefits Builder have allowed us to offer greater personalization and flexibility, ensuring our program continues to align with the diverse needs of our mobile population."

- Client, global mobility manager

### digital tools

#### Benefits Builder

- Cartus' proprietary core/flex solution, **Benefits Builder**, allows the client to easily add employee offerings in the form of flexible benefit choices and provides insights about what employees find most valuable during their relocation.
- **Benefits Builder's** new Capped Moves feature enables capped budgets per move and the choice between a currency or points-based system to match policy style.
- Employees can move flex benefits within their total point or currency allocation to their "shopping cart" in **Benefits Builder** to create a customized relocation support package.



#### MovePro360®

- Cartus' centralized mobility hub, **MovePro360**, allows in-house HR/Mobility teams to track overall program progress, including:
  - Employee move phase
  - Service satisfaction scores
  - Relocation costs
- The tool's authorization portal saves several minutes per authorization compared to the client's previous process. Moving 500-600 employees annually adds up to 17-20 hours saved per year!

Ask how introducing more flexibility into your mobility program may improve the employee experience and deliver tangible cost savings: [cartussolutions@cartus.com](mailto:cartussolutions@cartus.com)

