

CASE STUDY: GROUP MOVE

successfully implementing group moves into australia, canada, and the united states



Cartus collaborated with a global technology leader to manage the relocation of 300 employees from China to Canada, Australia, and the United States. The vast majority of those relocating (99%, in fact) had never been on an international assignment before and had been given 30 days to accept the offer. Cartus tackled both the logistical and emotional challenges with care and cultural sensitivity.

PROGRAM OBJECTIVES

- ✓ Ensure a smooth and efficient group move
- ✓ Maximize offer acceptance by employees
- ✓ Deliver high-quality support to relocating families in a tight timeframe

FOCUS

Employee experience
Seamless onboarding
Strategic partnership

VOLUME

300-person group move

INDUSTRY

Technology

LOCATION

Global

what we achieved

Maximized offer acceptance:

89% of employees accepted their relocation offer.

Agility in action:

The client praised Cartus for our quick thinking, cultural know-how, and unwavering support, even when the clock was ticking.

Road to success:

Our dynamic in-person roadshows in Beijing and Shanghai, outlining the relocation journey, didn't just inform; they inspired, built trust, and ultimately drove higher offer acceptances.

95% rated their relocation experience with Cartus as "Excellent."

Personal touch:

We handpicked destination consultants in Canada and the United States who spoke Mandarin and had lived in China, ensuring employees felt understood and supported.



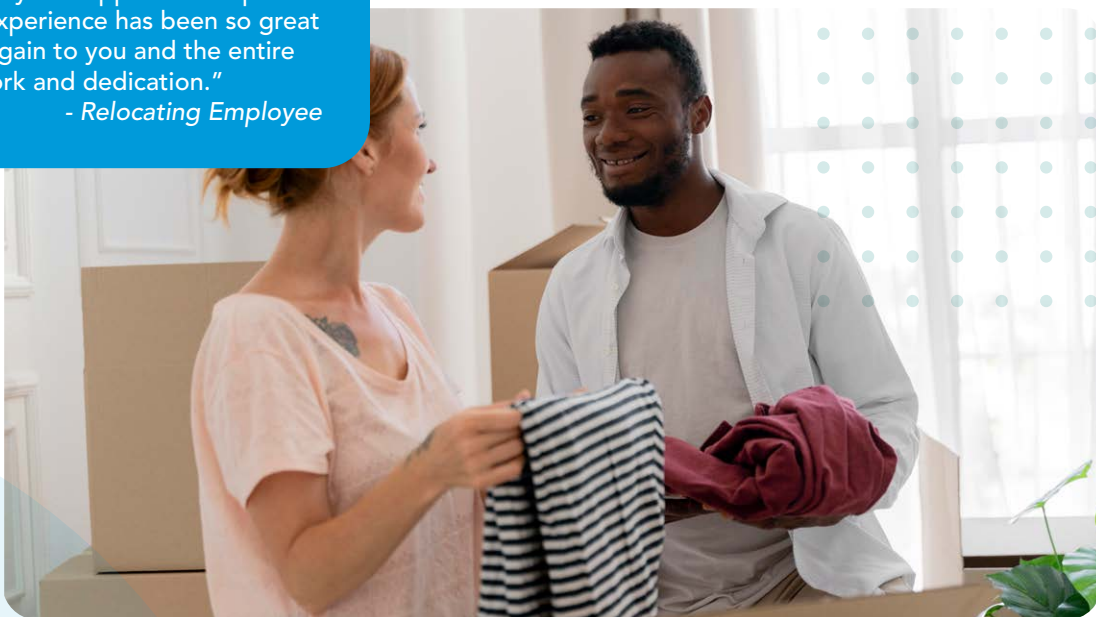
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overview

- Our client approached us about a group move of 300 China-based employees to Australia, Canada, and the United States. Exactly 99% of the employees had never been on an international assignment before. The client gave each employee 30 days to consider the offer and wanted as many employees as possible to accept.
- We collaborated with the client, as well as destination service providers, immigration, and tax experts to design immersive roadshows that provided employees with a complete picture of the relocation journey. We held live sessions at the client's offices, with virtual options for those unable to attend in person. Cartus team members were available to answer questions in real time, engaging employees and their families directly.
- We selected consultants in Canada and the United States who spoke Mandarin and had lived in China, offering firsthand cultural insights and support. Cartus' China-based team helped with offboarding, including logistics like lease terminations and housing arrangements.
- Cartus also delivered cross-cultural training to the client's mobility team to strengthen communication and understanding with their Chinese workforce.
- To keep everyone aligned, we held weekly calls, ensuring transparency and proactive issue resolution at every stage.
- With 89% of employees accepting the relocation offer, the group move was a success and saw 95% of participants rate their relocation experience as "Excellent."

"I'm very grateful for all your support in the past months. My moving experience has been so great and smooth. Thanks again to you and the entire team for your hard work and dedication."

- Relocating Employee



Looking to ensure business success during your next group move?
Email us at: cartussolutions@cartus.com

