

cartus insignia custom designs relocation program for a tech company

Attracting and retaining top talent is crucial to the tech industry. To grow and maintain their organization's competitive advantage, recruiters must seek out the best candidates worldwide and move them to key workplace locations, often using a customized relocation program. No matter how many employees are moved each year, the success of a relocation program is judged by whether it can achieve several business objectives. It must support the organization's strategic goals, work within the company's budget, meet the relocating employee's needs while also providing an overall positive experience.

A cybersecurity organization that provides an AI-powered unified identity platform to protect the world's most secure organizations understood how important the role of mobility was in their talent retention strategy. In partnership with the Cartus Insignia team, this company designed a bespoke relocation program that elevated the employee experience while fulfilling the company's vision and strategic objectives.

relocation program design

It was the role of the client's HR Business Partner to design a new relocation program following an acquisition. The new organization allowed for redesigning a custom strategy to support the cybersecurity firm's unique talent recruitment needs compared to a larger relocation program they had used before.

The HR Business Partner felt it was important to establish a new fit-for-purpose relocation program to achieve her company's objectives and recruitment needs. She was interested in learning what Cartus could offer to meet the needs of the new independent organizational structure. While she had ample experience in immigration and visa management, she was curious about other aspects of relocation. She wanted to be efficient in her design rather than rely on trial and error. Despite the cybersecurity company's smaller regional footprint and annual relocation volumes, the HR Business Partner understood that a well-crafted relocation program could help the organization recruit and attract the skilled professionals that her highly specialized industry needed to thrive. Her goals were to ensure the relocation program was competitive within the industry and satisfied their duty of care obligations.

To source and onboard the top talent required to grow the business, the HR Business Partner collaborated with Cartus and, specifically, the Cartus Insignia team to support her vision. Cartus Insignia caters to organizations with small to mid-size relocation programs and creates specialized solutions for their relocation program. The skilled professionals on the Cartus Insignia team strive to become an extension of their client's mobility team, and worked in close partnership with the HR Business Partner.



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“The Cartus team was very involved and helped us enormously during the program, providing guidance, direction, and tools. I am very grateful for their time and expertise and for driving the project.”

—HR Business Partner

support and guidance from a trusted partner

The HR Business Partner met with the Cartus Insignia Global Talent Mobility team and Implementation team members to discuss how to tailor a relocation program for the cybersecurity organization. Cartus asked probing questions to truly understand their objectives and goals, and a custom program began to evolve, leveraging best practices and solutions to support their objectives. These questions were essential to understanding the HR Business Partner’s relocation needs and goals as well as understanding the company’s culture and expectations.

During the process, the HR Business Partner received advice on program and process improvements, enhancing customer satisfaction, and managing cost-effectiveness. Cartus also proposed the following implementation process in phases:



Discovery and planning:

Identify and deploy resources, review current state to gather requirements, identify primary and secondary suppliers, engage project sponsor and stakeholders, project manage the transition and communication strategy, gather business intelligence requirements, gather data for transition files, and finalize project plan, risk-mitigation strategies, and contractual agreement.



Training and roll-out:

Validate completion of mission-critical deliverables for a smooth start-up, train service delivery/support teams and suppliers on organization-specific requirements, conduct training for the organization, and commence service delivery for transition files and new files.



Designing and building:

Design and develop the future state, complete system configuration, validate and implement billing deliverables, design and implement expense processing and payroll deliverables, link Key Performance Indicators (KPIs) to deliverables for tracking and management, develop analytics, audit and complete systems set-up of transition data, and complete supplier set-up.



Hyper-care period:

Post-go-live, Cartus reviewed, adjusted, and performed just-in-time updates with initial feedback from the organization.

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“We enjoyed working with the HR Business Partner because she was open to innovative ideas and was interested in learning new things. She was also forthright about “yes, that will work for us, no, that won’t work for us.” We gave her the tools so she could talk confidently about the program when people were ready to talk about their relocation journey.”

—Cartus Implementation Team

As the project progressed, the HR Business Partner was amazed to discover that outsourcing relocation to a dedicated provider like Cartus could minimize stress and save time for HR in the same way as it did for the relocating employee. She also learned the importance of getting buy-in from the company’s key stakeholders to ensure that the relocation program had their full support right from the beginning. During the evaluation process, the Cartus team and the HR Business Partner worked to quantify and define goals and identified areas needing deeper focus and attention. She noted that consistent and clear communication helped to speed up the implementation process, which resulted in better opportunities for the organization’s relocating employees.

recommendations for designing and implementing a successful program

The cybersecurity organization has since supported moves to London and Singapore in partnership with Cartus. The HR Business Partner’s recommendations to any organization considering a new relocation program to support a small to mid-size program are as follows:

- It is **crucial to** understand how much support is required to relocate an employee and create a program with a partner who can make the process smooth and stress-free, allowing the relocating employee and family to focus on their new role with the company.
- **Take the time to define your goals** and be prepared to communicate them so that your Relocation Management Company (RMC) fully understands your priorities from the beginning.
- Before beginning the implementation process, **understand the direction your organization needs to go**, enlist the help of your RMC, and select your internal project team.
- **Ask questions and work closely with your RMC**, as they are the experts in the industry. Your RMC can also help you demonstrate the value of a well-designed relocation program to your key stakeholders.
- **Be adaptable.** The world, and the relocation industry, are continually evolving.



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going forward

Cartus' vast experience and the Cartus Insignia team showed that to ensure a smooth transition, it is important that the right services be presented at the right time. Partnering specifically with the Cartus Insignia team gave the HR Business Partner a greater understanding of the intricacies of designing a relocation program. It educated her and her team on the time, skill, and effort required to ensure its success. With an ongoing focus on sustainability, she looks forward to examining how the cybersecurity organization's program can become more eco-friendly. She is also working with Cartus on how to help manage costs and help her demonstrate cost savings and efficiencies to her internal stakeholders.

[Find out more about our dedicated Cartus Insignia team.](#)

