

the great balancing act:

optimizing the employee
experience while controlling costs



coming soon:

Full survey report and in-depth analysis and insights by our in-house experts!

the great balancing act of 2024: optimizing the employee experience while controlling costs



In this report, we hear from **138 respondents** on the multifaceted landscape of HR and mobility strategies. If there is one prevailing theme, it is the balancing act that HR and mobility professionals must achieve today—whether that includes **managing cost** while enriching the **employee experience** for every assignee, or, perhaps, the need for the **human touch** within the relocation journey, competing with a pressure to ensure you adopt the **latest technology**. Our research explores how companies of all sizes around the world are approaching this great balancing act and the innovative solutions they are implementing because of it.

Thank you to all those who completed our survey and provided valuable insights to shape the future of global mobility.

66%

global mobility or relocation

20%

HR/people talent-based

who?

66% of our survey respondents sit within the global mobility or relocation function within their organization. An additional 20% are HR/People/Talent-based.

Industries represented in the survey span manufacturing, construction, tech, consumer goods, pharma, gaming, finance, retail, oil and gas/energy, life sciences, and automotive.

Those who completed our survey represent a truly global talent pool, relocating employees into and out of the Americas (93%), Asia-Pacific (78%), and Europe, Middle East, and Africa (83%) regions.

mobility volume and activity

top 3 reasons

for mobility activity increasing over the past two years

for mobility activity decreasing over the past two years

1 talent not available locally 

1 cost containment strategy 

2 company growth 

2 reducing volume in different markets 

3 expansion into different markets 

3 negative company growth 

where in the world top five most challenging locations

1 united states

3 UK

2 china

4 india

singapore 5

Immigration stood out as a paramount concern, appearing in all top 10 most challenging destination locations. Indeed, nearly half (47%) of respondents cited it as a current challenge. Visa wait times, complex processes, and overarching costs remain dominant issues.



For more on how to achieve cost savings through policy design, read our white paper series: [part one](#) and [part two](#).

navigating the mobility terrain: harmonizing priorities and pioneering solutions

key global mobility priorities	
1	improve in-house mobility processes and optimization
2	improve the employee experience
3	a more flexible approach to mobility (e.g., core/flex, tiered policy)

key global mobility challenges	
1	rising mobility costs
2	meeting relocating employee expectations (e.g., accommodating personal or unique requests)
3	achieving a more flexible approach to mobility/tax and compliance (tied)

In our analysis, we have found that respondents' key priorities align with the key challenges they face in the year ahead. This continues the ongoing trend of HR and mobility professionals having to deliver an exceptional employee experience while also battling rising costs.

the year of the policy review

Our survey findings offer an intriguing insight into the challenges and priorities faced by our respondents and the driving force behind the need to review/redesign their mobility policies. Once again, employee experience takes center stage, emerging as the foremost motivation (67%) prompting organizations to contemplate policy revisions. Flexibility (64%) and cost considerations (58%) closely follow, reflecting the interconnected priorities shaping policy evolution in 2024.

key drivers for a more flexible approach to mobility

changing employee expectations

65%

changing employee needs

60%

budget constraints/
macro-economic
environment pressures

54%

diversity, equity, and inclusion

Which DEI categories do HR and mobility professionals want to focus on in 2024?

- **61%** of our respondents indicated they are most focused on better understanding **all types of diversity** over the next 12 months.
- **18%** said they wanted to focus on the category of **cultural diversity**.
- **15%** cited **single parents** as a priority this year.

In terms of aligning global mobility with your organization's DEI priority, where are you on your journey?

- **26%** are just getting started
- **12%** consider themselves leaders in the DEI mobility space
- **41%** are making progress

Strides are being made in the DEI mobility space, but significant opportunities and pressing needs remain. Aligning global mobility with DEI priorities demands concerted efforts, ongoing education, and a collective commitment to creating inclusive "I belong" moments for all employees, regardless of their backgrounds or circumstances.



listen to our two-part podcast:
top 10 ways to make your global mobility program more inclusive:
[part one](#) and [part two](#)

61%

of our respondents indicated they are most focused on better understanding all types of diversity over the next 12 months



striking the balance: human touch in a tech-driven landscape

Amidst a landscape full of digital advancements, a resounding 90% of respondents express their disinterest in a purely tech-driven solution for specific mobility populations. This underscores a clear sentiment: what both companies and relocating families seek is the combined benefits of technology but also a guiding hand—a knowledgeable expert to support the complexities of a move.

technological priorities

That said, the right technology tools do have their place in providing support to HR and mobility professionals and their programs. When respondents considered the administration of their global mobility program, the technology capabilities they deemed most critical included:

1. One source of truth for all mobility data (single source of truth) **(45%)**
2. Integration with all suppliers and HRIS (Human Resources Information System) **(33%)**
3. Self-service cost estimator tool **(11%)**

90%
of respondents
say they are not looking for
a tech-only solution for
specific move-types

conclusion

Cost containment and the employee experience look set to remain key objectives for many HR and mobility professionals in 2024. Overall, the year ahead appears to be one where organizations realign mobility strategies to meet ever-evolving global trends and influences. Look out for our full survey report in the coming weeks, where we explore these themes further and share in-depth analysis and insights by our Cartus experts.



For more advice and recommendations on your mobility programs or to receive a future copy of the full survey report, email cartussolutions@cartus.com or visit cartus.com.



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