



## Success Story

# Transforming a global relocation program through innovation and partnership

Managed core/flex hybrid model delivers on autonomy, support, cost containment, and satisfaction goals

## Fast Facts



**200+**  
Relocations annually



**Locations:**  
Domestic USA  
and International

## Services Provided

- Policy counseling
- Cost analysis and projections
- API integration
- Implementation, onboarding and training
- Household goods shipments
- Destination services

## Background

A large, U.S.-based global technology company moving approximately 200 employees a year needed a relocation solution that aligned with their values of innovation, collaboration and accountability. At the same time, they were focused on maintaining fiscally prudent cost controls.

## Challenges

- Maintaining a program that gives employees the freedom to choose the relocation benefits that best fit their needs, while still enforcing the controls required to manage overall relocation costs effectively.
- Although the client had a traditional EMEA-managed relocation program with structured host support, they were looking for a more flexible solution aligned with their goals.
- The organization sought to manage time and budget effectively while maintaining a high standard of care and ensuring associates felt supported throughout their relocation, reflecting its core values.

“We asked Sterling Lexicon to implement a complex new relocation program across all our operating regions, under an ambitious and accelerated timeline. We would not have been able to go live on our target date without the competency, support, and guidance from Liz, Rebecca, Ashley, and Joanna. Great partnership overall!”

Senior Manager, Global Mobility

## Business Impact

The implementation of the core/flex program underscored Sterling Lexicon’s commitment to meeting all the company’s relocation objectives. **The measurable outcomes speak for themselves:**

## Unprecedented Employee Satisfaction Scores

- **92% excellent client satisfaction rating**, demonstrating the program’s success in meeting and exceeding the company’s expectations.
- **98% “completely satisfied” rankings from assignees**, indicating the high-level of acceptance and confidence among relocated associates.

## Solution

*Sterling Lexicon collaborated with their internal team to design and implement a core/flex relocation program. Our solution was focused on empowering associates with choice while delivering a high-level of support and ensuring cost efficiency for the organization. Key features included:*

- 1 Holistic policy consulting, analysis, and benchmarking:** The Sterling Lexicon team analyzed their program, employee population and goals and created detailed policy options using cost projections based on historical spend, region, family size, and future scenario modeling.
- 2 Customized benefit elections, controlled costs:** The revised approach allowed associates to tailor their relocation benefits through a flexible point allocation system. Points reflected regional and family size nuances, ensuring that benefits accounted for each employee’s unique relocation needs while helping the company control costs. This comprehensive approach allowed associates to choose relocation support that aligned with personal priorities, without exceeding allocated budgets.
- 3 User-centric technology and better reporting:** The program was integrated into Sterling Lexicon’s technology portal to facilitate all new initiations, streamlining their processes and creating interactive experiences for employees. Equipped with the detailed data gathered in the discovery and research phases of ongoing use cases, the technology tool continues to help optimize cost projections for the company and benefit allocations for employees.
- 4 Support without compromise:** With the shift to greater flexibility, associates maintain access to skilled relocation consultants. This hybrid approach enabled employees to enjoy autonomy and personalized guidance simultaneously.
- 5 Global implementation:** The new program rolled out globally, bringing a unified yet adaptable operating framework for all regions.

Find out how Sterling Lexicon’s experts can enhance your global mobility program today. [sterlinglexicon.com](https://sterlinglexicon.com)

