

Nurturing an Evergreen Mobility Program through Core/Flex

In a time of constant change and uncertainty, global organizations are embracing flexible solutions in all areas. Particular to the relocation industry, core/flex technology has quickly taken root in mobility programs as a solution that enables Mobility and HR professionals to meet their goals in the areas of cost, compliance, and personalization to their employees.



Larry Ghirardo is the Business Owner for developing MovePro360, a new omnichannel platform designed to help HR and

mobility staff forward-manage their relocation program while anticipating transferee needs. He has over 30 years' experience assisting companies with moving their employees globally. Prior to Cartus, he spent 18 years in public accounting specializing in expatriate services with a focus on tax compliance, consulting, global compensation and U.S. payroll reporting.



Alex Harris is Vice President, International Client Services in EMEA and has over 17 years' experience in the global mobility

industry, predominantly in global operations, compensation services and policy and process development. Currently based in the UK, Alex is originally from Mexico City.

"Seventy-three percent of Cartus' clients are using or plan to use and grow their mobility programs with core/flex solutions; we anticipate the industry shifting toward a 90% adoption rate in some form in the near future."

David Pascoe, Executive SVP, EMEA & APAC, Cartus

The Rise of Core/Flex

Core/flex technology platforms provide the dynamic framework to support companies and employees. Companies establish which benefits are "core" and which are "flex," all while adhering to company culture, strategic objectives, and relocation goals. Employees have full visibility of options available and are empowered to make the choices most aligned with their individual needs.

"It's no surprise that 73% of Cartus clients are using or plan to use and grow their mobility programs with core/flex solutions; we anticipate the industry shifting toward a 90% adoption rate in some form in the near future," adds David Pascoe, Executive SVP, EMEA & APAC, Cartus.

As companies steadily continue to adopt core/flex within their existing programs—either replacing or supplementing traditional policies—the question shifts from "What are the benefits of a core/flex approach?" to "How can core/flex be used to further advance programs in the future?" In other words, how can companies adopt new technologies to both improve their current policy offerings and continue to evolve their programs seamlessly?

An Increasingly Data-driven Industry

Data is everywhere—in fact, it can be overwhelming. It’s how we aggregate and utilize data that can make a significant and meaningful impact to managing programs. In the age of information overload, how do mobility professionals sift through data to make informed decisions and drive their programs forward?

The relocation industry is seeking to harness data to better serve the dynamic needs of its clients and their talent. The convergence of three major factors—company priorities, employee choice, and technology—is creating valuable synergy that not only inspires technological advancements but also is advancing policy design like never before.

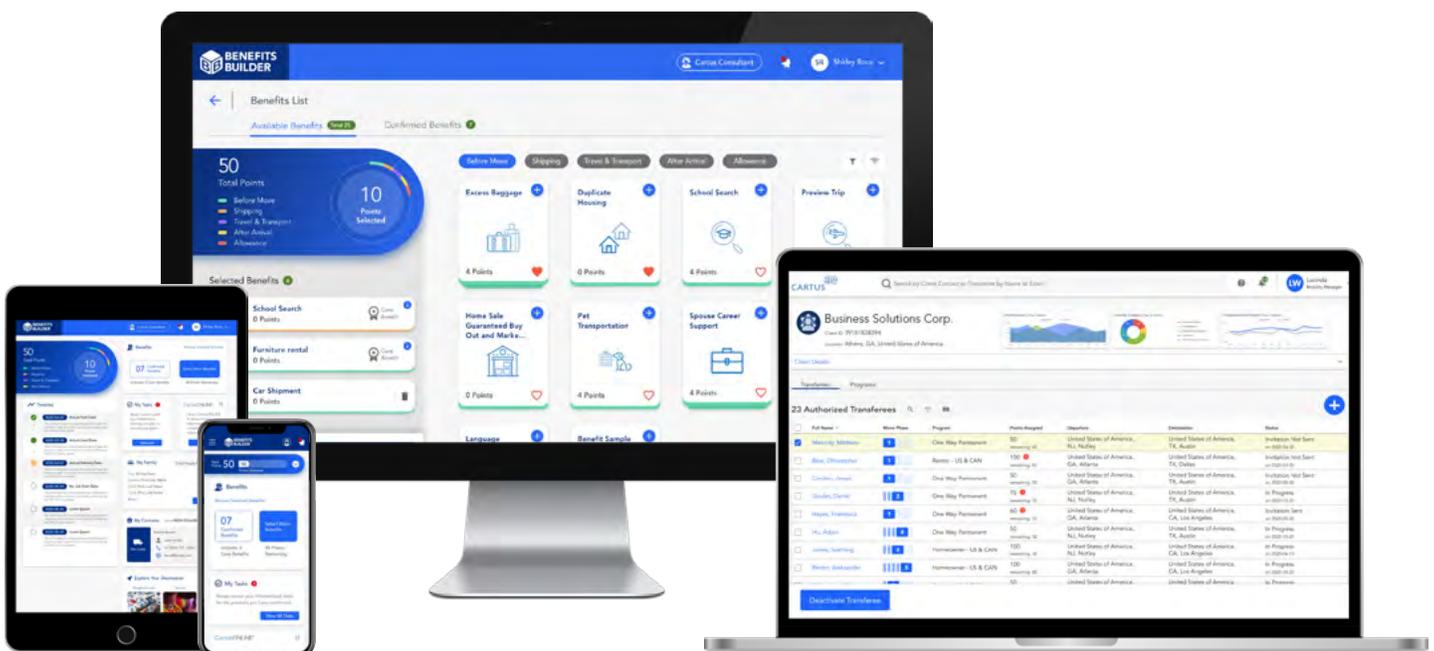
For example, Cartus’ latest digital enhancement to its single source of truth platform, MovePro360SM, is Benefits Builder—the core/flex solution to client and customer needs that will continue to evolve mobility programs through expertly crafted algorithms enabling data-informed decisions. The framework behind Cartus technology not only empowers employees to make choices about the benefits best suited for their needs but also provides flexibility for program leaders to manage their business priorities based on company culture, compliance, and organizational goals.

The most impactful technology will include user-friendly design with an effective way to exploit data in smart

CARTUS
Relocation “Must Haves”

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| CLIENTS | Cost Control | Talent Management |
| | Compliance | Duty of Care |
| CUSTOMERS | Personalization | Flexibility |
| | Choice and Control | Intuitive Technology |

and actionable ways. Employee selection of benefits will create a treasure trove of data that can help guide future mobility programs by anticipating needs based on benefit modeling and data-driven recommendations. Amassed data can be harvested to inform all stakeholders—employers and employees alike—and help influence their decisions more strategically.



Future-proof Your Mobility Programs

Long gone is the waterfall approach to creating policy. Now, agility is king, and the industry is shifting toward fluid policies that can adapt with the swiftly changing global environment. Adopting a flexible policy framework—paired with technology and data science—will enable companies to evolve their policies in an agile approach within the predetermined guidelines that adhere to company objectives.

By using data to determine behavioral trends, companies can adapt more quickly in order to provide the best possible solutions for their employees without overutilizing resources. As more companies adopt core/flex technology, we are able to capture more and more data that, once harvested strategically, can help our clients grow seamlessly, thus reducing the need for time- and resource-consuming benchmarking methods. Data based on employee choice can be used to influence policy within their organizational guidelines. Clients will have

the support to update policies automatically or use data to inform policy changes; regardless of which approach is adopted, positive change can be achieved with fewer benchmarking resources than previously required.

This is what we have deemed the “re-evolution” or “future-proofing” of programs—the transition from static to agile, thus propelling companies into the future of mobility.

That said, it is important to remember that relocation is a very personal experience, with consultants being a key factor to a successful customer journey. An additional benefit of harnessing the strengths of technology is the automation of menial tasks that frees consultants to focus on anticipating challenges and proactively advising and guiding customers through their journey. At the end of the day, it is technology paired with human insight that will continue to strengthen mobility programs and improve the lives of those they affect.

To discover how **Benefits Builder** can help future-proof your organization’s mobility program, email us at cartussolutions@cartus.com.

