



PUTTING **PEOPLE FIRST:** ENHANCING THE EMPLOYEE RELOCATION EXPERIENCE

Help Employees Through the Transition of a Move with
Empathy and Clear Communication





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This white paper discusses why businesses should prioritize more than just the logistics of relocation and highlights strategies to ensure employees feel emotionally supported throughout their move.



IT'S ABOUT THE PERSON, NOT THE MOVE

There are a lot of logistics involved in a relocation: building the relocation package, managing budgets, scheduling moving services, setting up origin and destination services, navigating supplier contracts and much more. But ultimately, relocation is about helping a person transition into a new home and job.

Moving is a stressful experience. In a [recent survey by Allied](#), workers reported that some of the most challenging parts of moving are acclimating to a new community (25.8%) and finding new friends (17.3%). It's important to remember that the person you're relocating is going through a massive transition. The way your company manages the relocation sets the tone for how the employee feels about their new role and how they will assimilate into the company.

When preparing to relocate an employee, it's essential to go beyond the logistics of the move and consider emotional support for the individual and their family throughout the transition. Three key ways to manage the human aspect of a relocation include ensuring clear communication, offering support for the relocating employee's family and being flexible with moving timelines.



PROVIDE CLEAR COMMUNICATION BEFORE, DURING AND AFTER THE MOVE

One way to ensure a relocating employee feels supported throughout the process is by providing clear communication about the details and policies surrounding the relocation. While this might be the fiftieth relocation your team has managed, it could be the first time this employee is working with a relocation program – or even the first time they are moving for a job. Establishing expectations up front and maintaining close contact throughout the process lets the employee know you are there for them every step of the way.

The first step to providing clear communication is to develop a written relocation policy if you haven't already done so.



A comprehensive relocation policy should include the following essential components:

- Define which employees are eligible for relocation assistance, whether based on job level, business needs, etc.
- Outline the specific benefits and services offered in the relocation package, like whether the company is covering moving expenses, temporary housing, transportation costs and more
- Detail the supplier selection process the employee needs to follow, like if they need to choose a moving provider off a preferred vendor list or if they have flexibility within a certain budget
- Specify who the point of contact is throughout the relocation process and connect the employee with this person ASAP
- Address who is included in the relocation support – just the employee, their spouse, children – as well as what type of family support is offered
- Share how the company will support visa processing, work permits and related immigration matters for international relocations
- Set clear expectations for the relocation timeline
- Provide information on any tax implications related to relocation benefits for transparency
- Explain whether there are any repayment obligations if the employee leaves the company within a certain period



A best practice is to share the relocation policy with the employee during the hiring and onboarding process, and to have them sign the policy as a formal understanding and agreement of the expectations.

The next step to providing clear communication is to establish a point of contact to manage the move and address any of the relocating employee's questions throughout the process. This role may belong to someone in Human Resources or the employee's manager. If you work with a corporate relocation partner like Allied, the employee will be assigned a point of contact from the relocation provider. This person will be able to resolve any issues with the move and ensure the employee understands the exact timeline and process for the relocation.





OFFER RELOCATION SUPPORT FOR THE WHOLE FAMILY

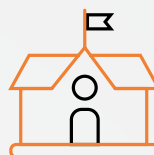
Family is one of the most common reasons an employee turns down a job opportunity that requires relocation. Maybe their spouse would need to find a new job or their kids would need to start at a new school. Whatever the case, it's important to remember that you aren't always just relocating an individual employee – you're relocating a family with established lives and communities. It's an incredibly difficult situation, but one you can make a lot easier through more complete relocation support.

Different Types of Family Relocation Support



Employment Support for Spouses

If your new hire's spouse will need to leave their current job due to the relocation, a comprehensive relocation program can include employment support services. This can include everything from resume and interview coaching to hiring a recruiter and covering travel expenses for job interviews.



School Search and Childcare Support

When kids are involved in the relocation, it's helpful to provide support for finding schools and childcare. Make the transition easier by offering the family resources on daycares, after-school programs and local schools, including how to get enrolled and any costs involved.



Community Scouting Visit

If the employee is not familiar with the area they're moving to, it's challenging to know which neighborhoods would be a good fit or where the family can get plugged in. Cover the costs of a "scouting" visit for the employee and their spouse to visit their new community and connect them with other employees at the company to help them feel welcomed.



Pet Transportation

Pets are family, too! For long-distance or international relocations, the cost of shipping pets can be very high. Use a pet transportation agency or provide an allowance toward the cost of transporting pets to their new home. You can also provide any relevant information on pet immigration policies in case the family needs to make any specific preparations.



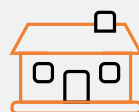
BE FLEXIBLE WITH THE EMPLOYEE'S NEEDS AND SCHEDULE

Once you hire a new employee, you're eager to have them in the office starting their new role. Your team should develop a general timeline for the new employee with expectations for their start date and the milestones for their relocation process. Just remember: life doesn't always fit into a neat timeline that works best for the business. The key to a smooth and supportive relocation is flexibility.

While your employee may be excited to start their new job, it's important to acknowledge that they have other priorities to manage as well. Buying and selling a house, switching utilities, giving notice at a previous job, enrolling kids in a new school, saying goodbye to friends and neighbors – all these logistics and emotional aspects significantly influence the relocation process.

Regardless of the situation, collaborate with the employee to customize the relocation process according to their needs and schedule. You hired this individual for a reason, so investing in a smooth relocation experience is worthwhile to ensure a positive start to their time with your organization!

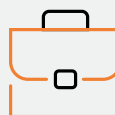
Here are a few ways to offer flexibility with an employee's relocation timeline:



Set up temporary housing arrangements while the employee is looking for a new home



Push back the start date to align with school schedules



Allow the employee to work remotely for the first few months as they transition



Offer a lump-sum relocation allowance for the employee to use funds as they see fit



Provide accommodations or special considerations for any medical conditions or disabilities in the family



PRIORITIZE YOUR EMPLOYEES WITH ALLIED

The best way to ensure your employees feel supported throughout the relocation process is by partnering with a reputable, experienced corporate moving provider. Allied has been driving life's biggest moments for 95 years, and we understand what a big moment a relocation can be for an individual and their family. We've built a customer-first reputation by consistently delivering positive moving experiences for relocating employees.

Along with safely transporting your employee's household belongings, we can also work with your organization to develop a formal relocation policy with full support for the whole family. Our team is equipped to handle the logistics of the relocation while also providing dedicated support to the relocating employee. Learn more about how Allied can help you prioritize the human aspect of relocations.

[LEARN MORE](#)