



Barry Morris
CEO, CapRelo

CapRelo Talks Technology in the Mobility Market

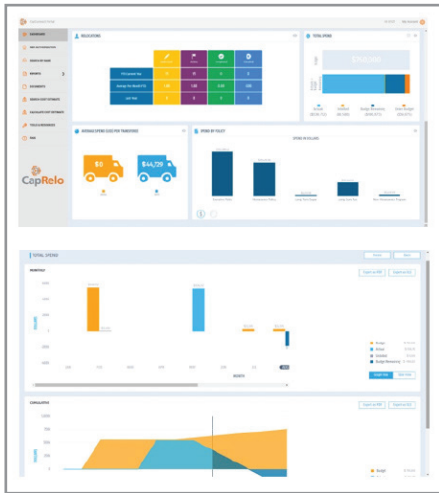
With Barry Morris, CEO, CapRelo

Relocation clients and transferees/assignees are on the move, and mobility technology needs to keep up. Whether they're tracking expenses or communicating information about the new location, today's global businesses seek solutions that can do all of this and more on convenient and intuitive platforms that make relocation management a breeze.

Here, CapRelo CEO Barry Morris shares tips for picking a provider that understands the needs of mobile professionals and uses technology to its advantage.

Q: How can technology solutions help manage global relocation programs?

A: Our proprietary application, CapConnect™, provides 24/7/365 access to relocation data from any location, which ensures that the right information gets to the right person at the right time.



The benefit of using a customizable web-based portal like this is gaining access to up-to-date reports, real-time data and the ability to track the progress of any current, scheduled or completed relocation. All of these are critical to successful global relocation management.

Our application also lets clients keep in-file notes, send and reply to counselor notes, and pull historical data for year-to-year and month-to-month comparisons.

Relocation clients can use technology to keep track of relocation policy and expenses; manage exceptions; access budget forecasting/cost calculators; and for billing, initiations and authorizations, and customizable reporting. Meanwhile, transferees/assignees stay up-to-date with relocation policy; submit and manage relocation expenses; and view documents, action items, and destination and community information.

Q: Are there any types of tech that you are particularly excited about expanding on? How do you see this tech changing relocations in the future?

A: Technology and integration are important for measuring the ROI of any global mobility program. We are excited about the open platform of our CapConnect application, which allows for integration with any of our client's HCM and HRIS systems and provides real-time access to relocation information and reporting. This opens up the flow of information and tracking of business objectives and allows HR and global mobility managers to enhance their strategic contributions to business outcomes.

Q: You recently acquired Conduent Relocation and Assignment Services. How has this changed the way CapRelo operates?

A: The acquisition further positions CapRelo as an aggressively growing market leader in the global mobility industry. We also have an enhanced global footprint in Europe, Asia and the Americas, supply chain expansion and cost-focused efficiencies, and additional global compensation services expertise.

Having more global mobility professionals allows for additional local support to benefit all clients, employees, and supplier partners. As a result of the acquisition, we will leverage additional volume and new supplier relationships to continue to increase service levels and cost efficiencies for our clients.

Q: Some speculate that increased reliance on tech will make for a less personal experience. What is CapRelo doing to combat this?

A: The key is using a global technology platform to create efficiencies for clients and their transferees/assignees. Effective relocation technology needs to be powerful enough to assist a client's employee throughout the entirety of a move with a dedicated single point-of-care and accountability.

Technology is such an important part of life,

and we see technology as a tool to enhance a personal experience; not a tool to replace it. Relocating will always be a personal experience and no high-tech solution will change this. We are a company that delivers high-touch experiences and builds lasting relationships. Our counselors' ability to create a strong, personal link to each of their transferees or assignees is why we are so successful at keeping life in motion.

Q: What should companies look for when selecting a provider that delivers high-quality experiences using the right tools?

A: There are plenty of relocation management companies (RMC) to choose from but to get the best service and value, look for these elements:

1. Financial stability – Check their Dun & Bradstreet scores and other financial data. You want your RMC to have a history of financial stability. Without it, there is the potential for a business or transferees/assignees to get stuck with delayed shipments, unsold homes or supply chain issues, if an RMC starts having financial problems.

2. Easy to use and intuitive technology – Everyone should be able to offer this. Look for RMCs with applications that offer access to your complete program data at anytime from anywhere on any device regardless of the time zone of either the RMC or transferee/assignee.

3. Integration capabilities – Every business uses a variety of HRIS and HCM systems to manage their employees. Find an RMC that can integrate with those systems so all the data is in one place instead of having a separate relocation management system.

4. Customer-centric service model – Relocation can be a stressful event. Be sure you have access to real people whose primary vision is to treat you with care and respect. You and your relocating employees should always know who your RMC contact is and be able to reach them via mobile, tablet, computer or phone. You shouldn't feel like you're taking a number and waiting for the "next available counselor."