

Supporting Top Level Executives and Their Families

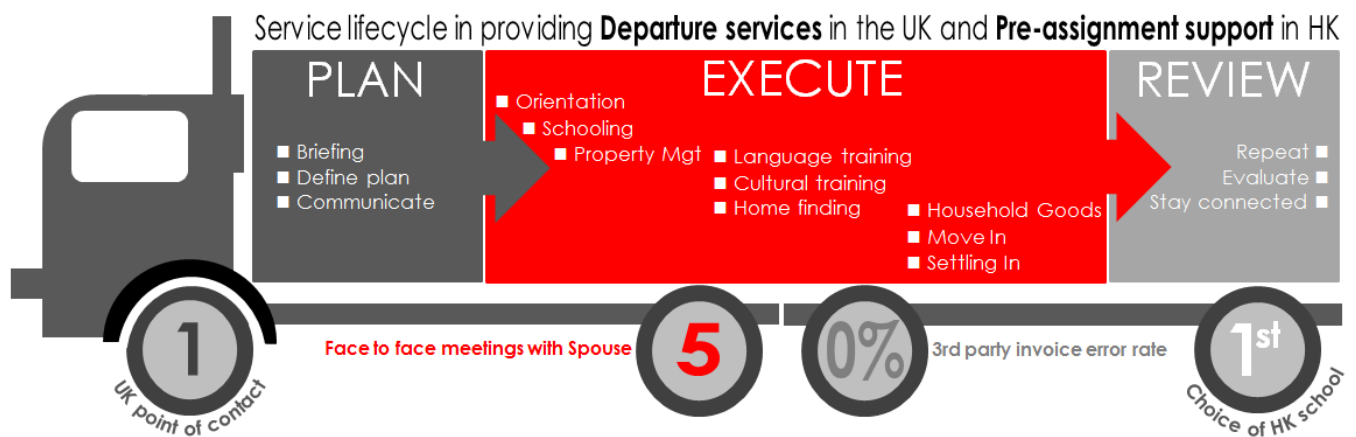
Over the course of the last 12 months, R3Location has provided support to one of the senior executives of the Asian division of the JLT Group, one of the world's largest international groups of Risk Specialists and Employee Benefits Consultants, to relocate to Hong Kong with his family. This case study provides a brief overview of R3Location's services and the benefits it delivered to this large multinational over the course of this complex, on-going, assignment.

Departure Planning

In managing this relocation, our remit was clear:

<p>Departure support</p> <p>Support the assignee and his family in particular with planning for their departure from London.</p>	<p>Departure planning</p> <p>Manage the successful exit, including effective handling and proactive management of the many and detailed aspects of preparation for departure to minimise costs, frustrations and stress.</p>	<p>Pre-assignment support</p> <p>Departure from one country means arrival in another, and it was a natural step, as trusted gatekeeper, to be asked to extend our support to ensure the services in Hong Kong were managed to a high standard.</p>
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Support Overview



In recounting the human story behind this relocation, **3** clear benefits of using R3Location will become self-evident:

- Reliability:** Peace of mind that the coordination and management of the relocation is executed by professionals with the know-how to support senior executives and their families.
- Reputation:** Peace of mind is not fully experienced without trust; and trust comes from honest communication and delivering on our promises day in and day out.
- Relationships:** Sustained excellence develops relationships, and good relationships make for a cohesive, collective service experience for the benefit of the assignee and his/her family.

Plan

Translate knowledge into excellence

Senior relocations, spanning several months, are complex, dynamic, fluid ventures. They require meticulous planning from the start. This move was no exception. *"The relocation timeline R3 prepared was first class. It was clear, detailed, and accurate; and demonstrated a deep understanding of what was going to be involved"*.

Making it personable

Preparing a list of milestone events is important, sitting down with the assignee (and his spouse in particular) to talk them through the process is vital. *"At first I was apprehensive about this move; as an expat wife, moving to a new location can be a daunting prospect, but R3 provided so much comfort and clarity that I started looking forward to this challenge"*.

Execute

Turn plans into action

Accepting that there will be challenges is half the battle during this type of move. R3Location's rigour in executing plans, revising them to jump new, unexpected hurdles (they do appear at the most unexpected times!) and providing regular communication updates was a deliberate strategy to ensuring continuous progress towards an end goal; as was the focus on supporting the assignee's spouse, in particular when it came to determining different schooling options in Hong Kong. *"Anna (one of R3's Directors) not only came with me to meet the Education Consultant; she was better prepared than her. Anna had brought along a map of Hong Kong with the choices of school plotted on it, where they were in relation to my husband's office, and a summary of key requirements for entry. Not to mention a good luck card for my son before his entrance exams (he got a place in our first choice!). It was just brilliant!"*

Make others aspire to our standards

Being "brilliant" and delighting the client is ultimately what R3 strives for. When the service needs a degree of coordination and management of third party providers, many located on the other side of the world (such as the relocation company in Hong Kong), imparting the same sense of ownership and customer service requires specialist skills. *"R3Location's debrief on the client was flawless; they clearly cared about the service this family was going to receive and invested time to ensure we were fully up to speed with the assignee and his requirements"*.

Make it personal

Time, and investing time in supporting the moving family, is probably one of the key elements for success; not just on the management of the services, but also on ensuring that the assignee and the spouse feel supported over and above the scope of delivery. *"Anna introduced us to one of her long-standing, personal friends, Louise, who had been based in Hong Kong for several years and was still living there. Louise and her husband are not employed by JLT, yet they spent time showing us around and are now always there when we feel unsure of anything. Suddenly, I don't feel alone in a large city anymore. I know people I can trust. I have an "instant" network for local support, and it feels safe"*.

Review

And take an interest

Safe, trust, value; these are words that are often used, but seldom tangibly defined. R3Location secured this engagement because of the trust the client had in its ability to deliver and to engage with demanding senior executives over a sustained period of time. That trust transcended to the assignee and his spouse, because over and above the execution of a process, R3 took a personal interest in their emotional wellbeing as the move progressed.

Listening

As we reach the final stages of this move, we continue to focus on the assignee and his family, but also on ensuring that we meet with HR's expectations in how we supported this senior executive and his family. HR seems to be happy. *"What can I say: You should write a case study on how you have managed this"*, said **Robert Potter, Group HR Director, JLT Group Plc**; and you know what Robert, we have listened, and here it is! ☺