



# How a Great Mobile Talent Experience boosts **EMPLOYER BRAND BY 60%**

## Part 3 of the Benivo Employee Experience Series

**In Part 1** We discussed how Employee Experience impacts Employer Brand, and how employees' elevated stress levels mean that some experiences have disproportionate impact.

**In Part 2** We explored eNPS as the best method to measure Employee Experience and offered a blueprint for systematic measurement of Employee Experience initiatives to identify outsized returns.

**In this Part 3** We will look at an example of how one particular type of support activity by an employer has an outsized return on Employee Experience; why it is so; and how you can use this concept to create similarly impactful Employee Experiences.

Let's share the main takeaway right at the start. We have conducted extensive research with employees who relocated for work to start a new job and found the following:

**A great Mobile Talent Experience boosts your Employer Brand by**

# 60%

**This stunning statistic raises the following questions:**

What is a great Mobile Talent Experience?

Why is the impact of a Mobile Talent Experience on an Employer Brand so strong?

How did we arrive at this figure?

# What is a great Mobile Talent Experience?

Relocation for work is one of the most stressful events in anyone's life. It combines many logistical challenges with social and professional uncertainty. A Mobile Talent Experience is the support the employer provides to the employee to smoothen the relocation process, help them get settled, and even make some aspects of it pleasant.



## The Five Building Blocks of a Great Experience

**1 Answer 2 key questions:** What does an employee need to do in their relocation process? And, **How** are these tasks done best?

You need to provide the to-do list with an accompanying instruction manual for the actions. The more detail, the better.

**2 Curate and Personalise:** Two extremely important elements to make the list and the instruction manual effective. A great MTE is one that cuts out clutter and focuses on the essential and actionable. You want to curate well, and keep the employee out of the thicket too-much-info online. The system should also remove irrelevant information - e.g. childless employees can skip the family advice.

**3 Anticipate challenges and provide for the unexpected:** Because the process is complex and evolving, guides and instruction manuals need to stay current,

and updated on employees' feedback. They know what worked and didn't for them. For a failsafe, you need to provide a fallback - a contact person available 7 days a week by Whatsapp, email, phone, or Facebook to answer any question and help in the process.

**4 Enable employees to learn from each other** - There will always be aspects of moving to a new city that only those who have been there and done it themselves can advise on. Creating a system for the easy sharing of insights speeds up the transmission of lessons learned.

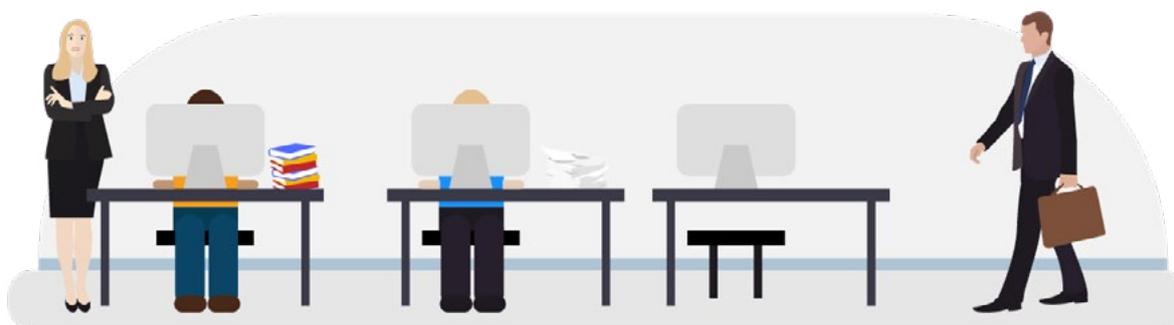
**5 Make it emotional** - Moving is a big moment, and an opportunity to connect emotionally. A thoughtful physical welcome pack, or an unexpected service element delighting the employee - these are far more than nice-to-haves. They are key ingredients for the employee's positive experience.

# And this is what we do at Benivo



We specialise in educating employees to hit the ground running and to reduce the number of questions to HR. By being well-informed, they feel taken care of.

We ensure employees get access to tips, advice and intel from other employees like them - both those who relocated before and locals to their new destination. We call this Social Insights - a system through which knowledge gets passed on from employee to employee - an asset that grows in value for the employer year after year. Client platforms, guides and content are automatically updated with lessons learned and useful tips from every employee who uses their service.



We look at relocation as an experience, help to reduce the hassle and inject as much fun and positivity into the process as possible.

We keep our to-dos complete, concise, and personalised; each relocating employee has a contact person they can call if anything doesn't go according to plan; and we delight employees with a physical welcome pack

and the option to pay their rent a month later, which helps with cash flow.

By favouring technology solutions over service provision as much as we can, we are able to keep the cost down and open up relocation support to entry level employees who were not eligible before.

**Why is the effect of relocation support so powerful?**

# The reasons for the outsized effect of Mobile Talent Experience

There are two main reasons why MTEs deliver this dramatic Employer Brand perception improvement of 60%

## 1. First impressions matter - especially to great talent

Any relationship is subject to far more judgment in its early days than later on - this applies to both personal and professional relationships.

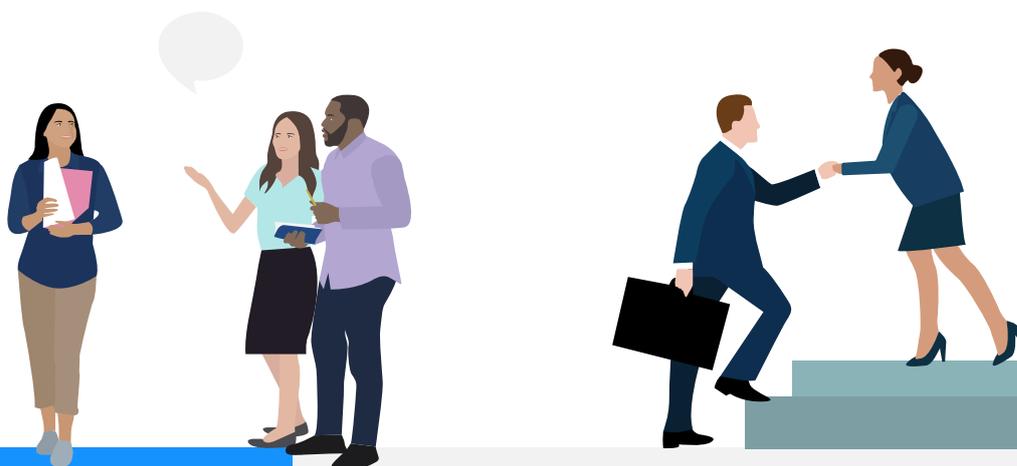
People are influenced by first impressions, consciously or unconsciously extrapolating their experience into the future: If they have treated me carelessly now, they will probably continue doing so.

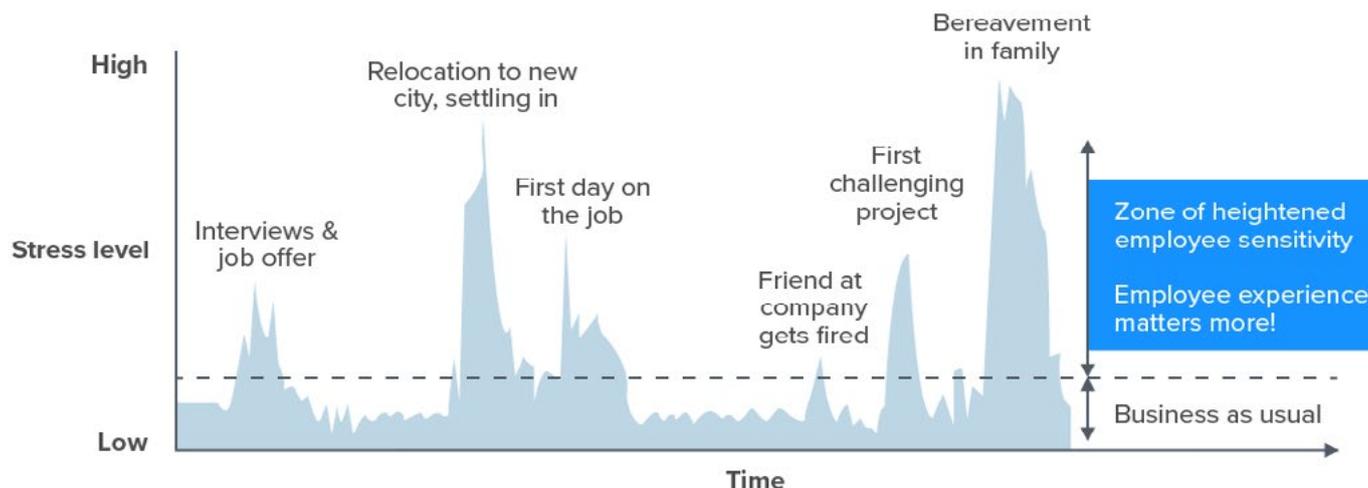
On average, people with many options (read: great talent) are less forgiving towards mistakes their employer makes. If they feel left alone during their relocation or don't feel welcome, they are more likely to take it personally and consider their alternatives sooner than someone who is glad to just have a job.

## 2. Negative experiences are more impactful in stressful times

If you recall, in [Part 1](#) of our series, we discussed how individual employees' stress levels are highly volatile, especially in the early days and weeks of employment.

The employer's actions during this time of high stress are critical: When nerves are exposed, the impact of stimuli is disproportionate - as anyone with a sore tooth eating ice cream can attest to.





Employees who feel left alone or mistreated during stressful times will resent the employer for a long time. On the other hand, employees who feel well supported will be extremely grateful and loyal.

Finally, let's discuss how we arrived at the figure of 60% improvement in Employee Experience.

## How did we arrive at the figure of +60%?

To quantify the impact of a great Mobile Talent Experience, we use Employer Net Promoter Score (eNPS) with two different groups of employees (see how eNPS is calculated in [Part 2](#) of our series).

### Ongoing research with our clients' employees

We ask the relocating employees the following questions:

1. **The eNPS question:** Based on your experience with Benivo, how likely are you to recommend your company as an employer to friends or colleagues? (rate from 0 to 10)
2. **And a contrast question:** What would have been your answer if the Benivo service had not been offered by your employer? (rate from 0 to 10)

Having asked hundreds of employees in the last 6 months, we receive a consistent impact across clients: a **56% improvement** in eNPS from 4 to 62 (on the NPS scale of -100 to +100)

## Research with non-Benivo customers

In September 2017 we asked a research firm to find employees who recently moved because of a new job and ask them these two questions:

- 1. eNPS (Q1):** Based on your relocation experience, how likely are you to recommend your employer to friends as a company to work for? (rate from 0 to 10)
- 2. Contrast (Q2):** How likely would you be to recommend the company to others if you had received better relocation support? (rate from 0 to 10)

We categorised respondents as having received the following levels of support and these were the results:

Category of support received	Category details	eNPS Q1	eNPS Q2	Delta in %
None		-50	-25	+50%
Low	Basic advice, general guides, and links to relevant websites. No budget or dedicated services.	-73	-18	+201%
Medium	General advice, answers to questions by HR / direct management, temporary accommodation for up to 1 month.	-43	-28	+25%
<b>Weighted average</b>		<b>-54</b>	<b>-24</b>	<b>+63%</b>

Total number of respondents = 40

The second research point tells us that having quality relocation support will result in a 63% improvement of Employee Experience.



# Result and conclusion



These two very close numbers (average 60%) confirm that there is a massive brand boost for an employer who provides high quality relocation support. This goes well beyond mere marginal improvement.

## Which other initiative, service or product do you know that delivers a 60% improvement in Employer Brand?

By using Benivo and spending a three-digit figure per employee, you not only neutralise the inherent risk of an employee's relocation - feeling left alone during a stressful period.

Even more importantly, you **capture the upside** of this upheaval. You capitalise on the potential of the situation. You take someone's neutral stance towards you and make them **love** you for what you did.

Because you didn't have to help them so comprehensively - and yet you did.

For that, you earn a **60% return.**

To take another step, we have also demonstrated convincingly that investing in your Mobile Talent Experience is a strategy to reduce cost - by 89 hours and \$7,900 in foregone revenue, to be exact. More on that [here](#).

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“I felt more committed to the company.”

- Nicola S, a Vodafone employee who moved to West Berkshire, UK

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“PayLater Finance is fantastic! I wouldn't have been able to afford to move otherwise.”

- Elen S, a Vodafone employee who moved to London, UK

# An engineer's mindset



A famous management maxim says: *Never waste a good crisis.*

Adapt this principle for the purpose of boosting your Employer Brand by providing a great Employee Experience: **Never waste a good moment of stress.**

Every challenge an employee experiences in their professional or personal life is an opportunity for you to be by his or her side and to provide support as well as you can.

Of course, some stressful experiences are unique and there's not much institutionalised support you can give beyond a friendly ear to listen.

But many others are shared by large groups of employees. Beyond a difficult country relocation, the following come to mind: receiving a negative performance review; declining business results in their department (or across the company); childbirth; a promotion and a corresponding sudden widening of responsibilities; death in the family.

For these collective instances of individual stress, consider which measures you can implement that will leave the employee with the reaction "wow - I wasn't expecting that."

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“It's really valuable help, particularly with relocation and initial expenses. Moving to a new city is not easy, and a first point of contact is very helpful”

- Andrea B, a Vodafone employee who moved to Reading, UK

## Which doable initiative could deliver disproportionate effects to the Employee Experience?

When you have several ideas that could work, you can test them in parallel on different groups of employees and measure their effect via the eNPS method.

# The way forward



We hope we have sufficiently explained the main idea in this series:

**Systematically identify opportunities to maximise positive Employee Experience.**

**Put more plainly: Find out what matters most to your employees, and then do more of it.**

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“The service removed a lot of the stress of moving from another country and was quick to respond to my questions.”

- Jenna V, Bloomberg, moved to London, UK

By applying a rigorous measurement system, you can systematise the process and grow your Employer Brand through the following steps:

1. Implement a robust system of continuous eNPS measurement.
2. Identify challenging experiences employees share.
3. Choose initiatives to counter the negative aspects of the experience and amplify the positive ones.
4. Monitor eNPS over time.
5. Celebrate.

**Please let us know what you thought of the Benivo Employee Experience Series. How do you track employer brand? Have you identified specific initiatives that have an outsized positive effect?**

We'd love to hear your stories. Let us know at [feedback@benivo.com](mailto:feedback@benivo.com)

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