



SUCCESS STORY

SOUTHERN COMPANY

HOW AN ENERGY COMPANY IMPROVED TRANSFEEE SATISFACTION RATES TO 99%

BACKGROUND

Long-time provider no longer measures up

Southern Company is a premier energy company that provides clean, safe and reliable energy across America. After many years of service from a single global mobility provider, employee satisfaction rates began to decline, and the provider's overall responsiveness began to suffer. With a high level of competition for talent in the industry, Southern Company could not afford to have dissatisfied employees.

PROGRAM CHALLENGES

Southern Company knows change is needed

- Declining relocating employee satisfaction
- Lack of responsiveness from provider
- Immediate need to evaluate program without interrupting relocations

FAST FACTS



RELOCATIONS:
425 ANNUALLY



LOCATIONS:
SOUTHEAST USA

KEY SERVICES:

FULL-SERVICE US DOMESTIC RELOCATION SERVICES,
INCLUDING HOME SALE AND HOME PURCHASE

SOLUTION

Sterling Lexicon's custom solution leads to soaring satisfaction

Sterling Lexicon implemented a customized pilot program that allowed Southern Company to do a side-by-side comparison of relocation services and employee satisfaction with their current relocation provider. By comparing services, performance metrics and employee satisfaction, Southern Company could perform a full and accurate dissection of the results. Based on the results of the pilot, Southern Company decided to execute the program and Sterling Lexicon created a flexible, scalable, and open-ended program specific to the cultural needs of the Southern Company.

Over the subsequent three years, Sterling Lexicon handled an increasing percentage of Southern Companies' total relocation volume. The results showed a marked difference in satisfaction scores between Sterling Lexicon and the incumbent relocation provider, with Sterling Lexicon achieving between 98% and 100% transferee satisfaction scores, which was six to ten percentage points higher than the existing provider during the same period.

SOUTHERN COMPANY AWARDED STERLING LEXICON 100% OF THEIR RELOCATION BUSINESS.

BUSINESS IMPACT

- Improved transferee satisfaction to an average of 99%
- Customized, flexible plan fit Southern Company's culture
- Phase-in process cost business virtually no money to change providers

FIND OUT HOW STERLING LEXICON'S EXPERTS CAN ENHANCE YOUR GLOBAL MOBILITY PROGRAM TODAY. VISIT STERLINGLEXICON.COM.