



Success Story

Fast Facts



35
Relocations annually



150
Annual business
travelers



Locations:
China, Singapore, Dubai,
Saudi Arabia, UK, US

Services Provided

Policy review / consulting,
Immigration, Area orientation,
Temporary accommodation,
Home search, and Household
goods moving

The Beauty of Seamlessly Integrated Global Mobility Services

Helping team members from a global health and beauty company unlock their best work and share their creativity all around the globe.

Background

An award-winning, record-breaking and globally recognized makeup, skincare and fragrance brand, with locations in over 25 countries across six continents and shipping products to consumers worldwide.

Challenges

The client's global growth strategy relies on getting all levels of employees and contractors to and from multiple locations for a variety of business purposes and timelines, quickly, safely and compliantly. The use of two different providers for global mobility and immigration services – while both highly regarded for their expertise – added layers to the process impacting:

- **Employee experience.** Globally mobile talent and their family members were fielding duplicate requests for the same information or documents, creating confusion and frustration.
- **Administrative workload.** The client's internal team members were spending a lot of time trying to coordinate initiations, share progress updates, approve service and travel dates, and track and report on the interdependent activities of both entities.

“Our company culture is all about overcoming obstacles, empowering people to be the very best versions of themselves and challenging the status quo. The Sterling Lexicon team understands that, and boldly and proactively presents solutions to us, making a strong case for how we could realize time and cost savings, and improve our employee satisfaction scores. Having all these services coordinated through one single and accountable owner works very well for us and our team.”

Global Mobility Advisor, London

Challenges Continued

- **Timelines and budgets.** Awaiting confirmation of work authorization approvals before beginning relocation counseling and prep work risked greater numbers of rushed moves at higher costs. Compressed timelines also contributed to insufficient opportunities to properly set expectations and debrief employees on relocation program parameters and benefits, leading to higher rates of dissatisfaction.

Solution

Thanks to a combination of in-house authority and expertise and an extensive global network of on-the-ground local providers who are centrally managed, Sterling Lexicon assumed the role of serving as the client's nominated immigration provider, in addition to continuing to provide complete mobility services.

Now, Sterling Lexicon has assumed full responsibility for coordinating work authorizations and approvals while booking relocation services and dates, making for a much more streamlined and efficient process and freeing up internal team members' time. Our immigration team leads training sessions and proactively advises employees on how to properly prepare for fully compliant cross-border business travel as well as longer-term assignments, ensuring the company's hard-earned global brand reputation is protected.

Business Impact

Bringing immigration and global mobility services together under a single provider translated into more efficient, cost-effective, timely and coordinated moves and cross-border business trips, delivering:

- Improved employee satisfaction scores
- Reduced workload on internal teams
- Simplified progress tracking, reporting and invoicing
- Greater peace of mind from a more holistic view into compliance for all types of cross-border business activities



Find out how Sterling Lexicon's experts can enhance your global mobility program today. sterlinglexicon.com