



Mobility Reporting Volume or Value?

presented by

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Presentation Overview



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Today's Session

- Big Data Education
- Application of Big Data in Mobility
- Corporate Perspectives on Reporting and Analytics
- Takeaways: The Big Data Mindset
- Video

The Big Data Industry

Overview presented by Metric Insights

- Evolution of Big Data Industry
- Value of Making Data-based Decisions
- How and Why Companies Use Big Data Companies
- What Can Be Achieved Using Big Data Services and Platforms

Application of Big Data - Mobility

Data Minefield

Mobility Data Points

- Number of Transfers
- Destination / Departure Locations
- Current Employee / New Hire
- Dates – Hire Date, Transfer Authorization, New Job Start Date, Termination
- Benefits / Policy
- Costs – Relocation Centric

Workforce Data Points

- Position / Job Level
- Salary / Total Compensation
- Work Location
- Marital Status / Dependents
- Ancillary Benefit Participation
- Organization – Location, Hierarchy, Org Chart
- Project / Cost Center
- Termination
- Dates – Original Hire
- Costs – Recruitment, Onboarding, Training, Benefits

Application of Big Data - Mobility

Talent Acquisition and Retention Analysis

A New “Big Data” Lens

- What % of separations occur within Year 1, Year 2, Year 3, etc.?
- Why are we retaining personnel in some locations and not others?
- When will we break even on our relocation investment?
- IMPACT: ROI - Determine strategy to improve ROI in emerging or existing markets based on predictable success factors



Corporate Perspectives

Reporting & Analytics – VMware & Agilent

- How many of your reports are prepared internally vs by RMC's or other external suppliers?
- Who uses the reports you provide? How do they use it?
- How is the data presented to the organization?
- How do you get feedback on the data provided?
- How do you check reports for relevancy and how often?
- How have the reports you provide changed over time? Why?
- What do you wish you could get that you don't get now?

The Big Data Mindset

4 Principles

- Big Data Education Design marketing processes with data in mind
- Engage in research and development everywhere
- Use predictive analysis
- Challenge conventional wisdom

The Big Data Mobility Mindset

4 Principles

- Your Data: Know who collects it, what is collected and how to access
- Candidates and Employees: Know which types are keys to company success and study their behavior and needs relentlessly
- Mobility Bubble: Don't get caught in it - Always incorporate other data
- Step Outside the Standard: Do traditional program benefits still work? What alternative benefits can be offered?

Positive Possibilities

[THINKR Big Data Video](#)





Thank You for Attending!

Presentation Available For Members
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