

# Point C Profile:

## Mobility and Recruiting Pair **Perfectly** at National Banking Leader



"I was really excited about Point C because it gives so much flexibility to the candidate when it comes to the amount of options that are available."

"I have a different level of excitement for sharing the relocation package and that turns into more excitement from [candidates]!"

— Banking Leader Recruiters

Attracting top talent to your organization is tough work, and recruiters are on the frontline of the candidate search. While juggling interview schedules, building applicant resources, and reviewing candidates, it can be challenging for recruiters to hit the nail on the head when communicating relocation policies and benefits.

It's also easy for relocation benefits to become just another customized bargaining tool in the eyes of the recruiter. Many mobility teams work to train their recruiters or provide easy "how-to" manuals on relocation. But what if eliminating your policies was the answer?

### Cutting Through the Confusion

Like many companies, a national banking client relies on recruiters to introduce relocation benefits to candidates. Because relocation comes with a lot of jargon and nuances, their mobility team found themselves spending hours answering questions and consulting recruiters to ensure they gave the right information to candidates. They even discovered that some recruiters were customizing lump sums as pseudo-sign-on bonuses to sweeten offers.

It was clear to the banking leader's mobility team that recruiters needed more relocation education than they could provide. Relocation policies were too complicated for recruiters to effectively communicate, particularly because during a three-year span, only 9% of all job offers included relocation. The policies left too much wiggle room for lump sum negotiations. Simplifying relocation was a must.

The banking leader was spending valuable time consulting recruiters on relocation. Point C simplified the equation and allowed them to focus on their role.

### Simplifying Relocation

To transform mobility and solve its problem with exceptions, the client asked Plus Relocation to create a unique solution. The result was the development and implementation of a credit-based benefit selection tool for its relocating employees.

With **Point C**, employees can plan their own moves and select the benefits that best fit their needs and lifestyles. Better yet, it solves challenges within the recruiting process, too.

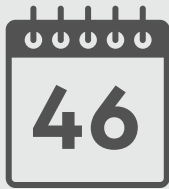
Point C relieves the pressure on recruiters to act as relocation experts and educate candidates on a list of detailed benefits. With no policies or space for negotiations, recruiters can easily communicate credit amounts to candidates and immediately offer them access to check out Point C.

Removing policies from the relocation equation means recruiters have less to remember, leaving no room for error.

## More Confidence for Recruiters

Point C has completely changed the way the banking leader's recruiters and mobility team work together. Recruiters feel more confident about their role in the relocation process and no longer depend on the mobility team to provide time-consuming relocation consulting and training.

Instead, they've enjoyed significant time savings since introducing Point C. They no longer spend valuable time clarifying processes with the mobility team or negotiating relocation benefits or lump sum amounts with candidates. In fact, the company's recruiters have saved at least 46 workdays per year in time once spent on these tasks.



**Workdays  
Saved  
Per Year**

Beyond time savings, the overall recruiter experience has improved with Point C. With zero policies to remember, their role in introducing relocation benefits has been simplified. And when it comes to initiating moves, Point C's simple credit-based system complements the banking leader's recent Workday integration. Instead of manually entering numerous custom fields into Workday, recruiters simply enter a candidate's job level to auto-populate the credit amount and initiate their move.

Recruiters no longer need to explain complex policies or benefits. Instead, they provide candidates access to Point C, where they can explore their benefit options on their own time. Candidates can even begin planning their moves at this stage and chat directly with the Point C team for support.

Ready to see Point C in action? [Check it out.](#)

**"I feel like [Point C] has broken the status quo with relocation."**

— Banking Leader Recruiter

With the help of Point C, the banking leader enhanced their inclusion efforts within mobility and recruiting. Standard relocation policies can often pigeonhole candidates and employees based on their job levels, family status, or whether they are homeowners or renters. This one-size-fits-all approach fails to recognize each employee's unique needs.

Recruiters now offer candidates an experience where they no longer have to explain their circumstances or reveal personal information to receive the support they need. All employees—regardless of job level—have access to the entire list of relocation benefits.

## The Icing on the Mobility Cake

Recruiters weren't the only ones to enjoy a simplified approach to relocation. This banking leader also used Point C to transform relocation for its mobility team and enhance the experience for relocating employees.