




WoMo - Connection. Context. Confidence.

A Service that Integrates Relocated Families into their New Community

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SOLUTION REPORT



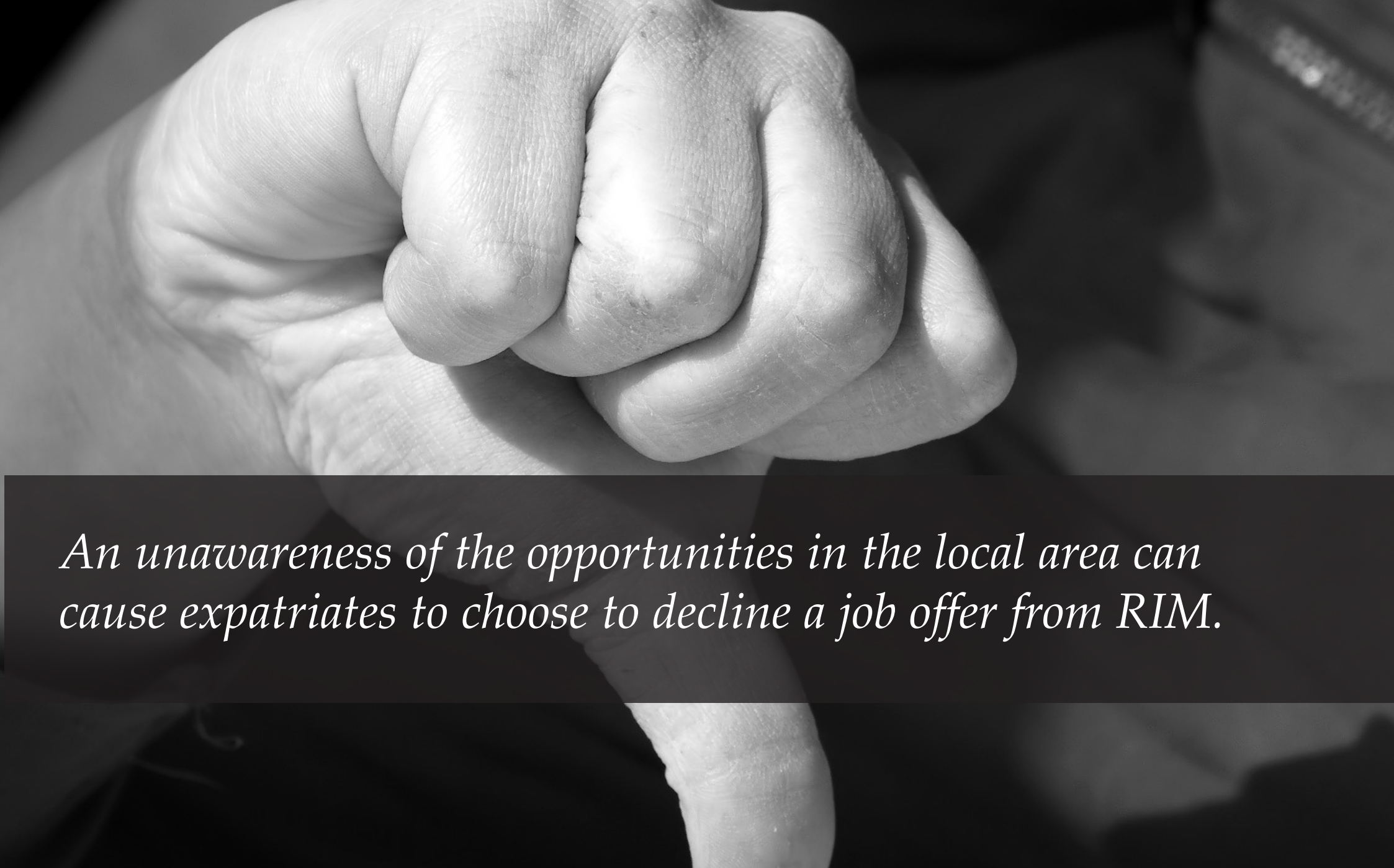
Family discomfort and disconnection is an expensive problem that reduces the success of relocating employees. How can TheMIGroup reduce this occurrence?

Unsettled families may lead to employee turnover.

Currently, Research In Motion (RIM) is providing international expatriates with a generous relocation package, assisting the expatriates in the transfer to their new location. Despite the company's support, some employees leave RIM or experience lower efficiency rates due to the challenges of a maladjusted family that cannot integrate into the community.

Insights from research suggest that the current lack of family support leads to family unease, which leads to unease in the new employee. As a result, the employee is more likely to leave RIM to avoid this family threat.


By offering social support as well as utilitarian support, TheMIGroup may decrease the likelihood of employee turnover due to poorly acclimated employee families. Additionally, this approach to reducing employee turnover should be communicated to RIM by TheMIGroup in order for the telecommunications company to realize the implications of poorly-adjusted employee families.



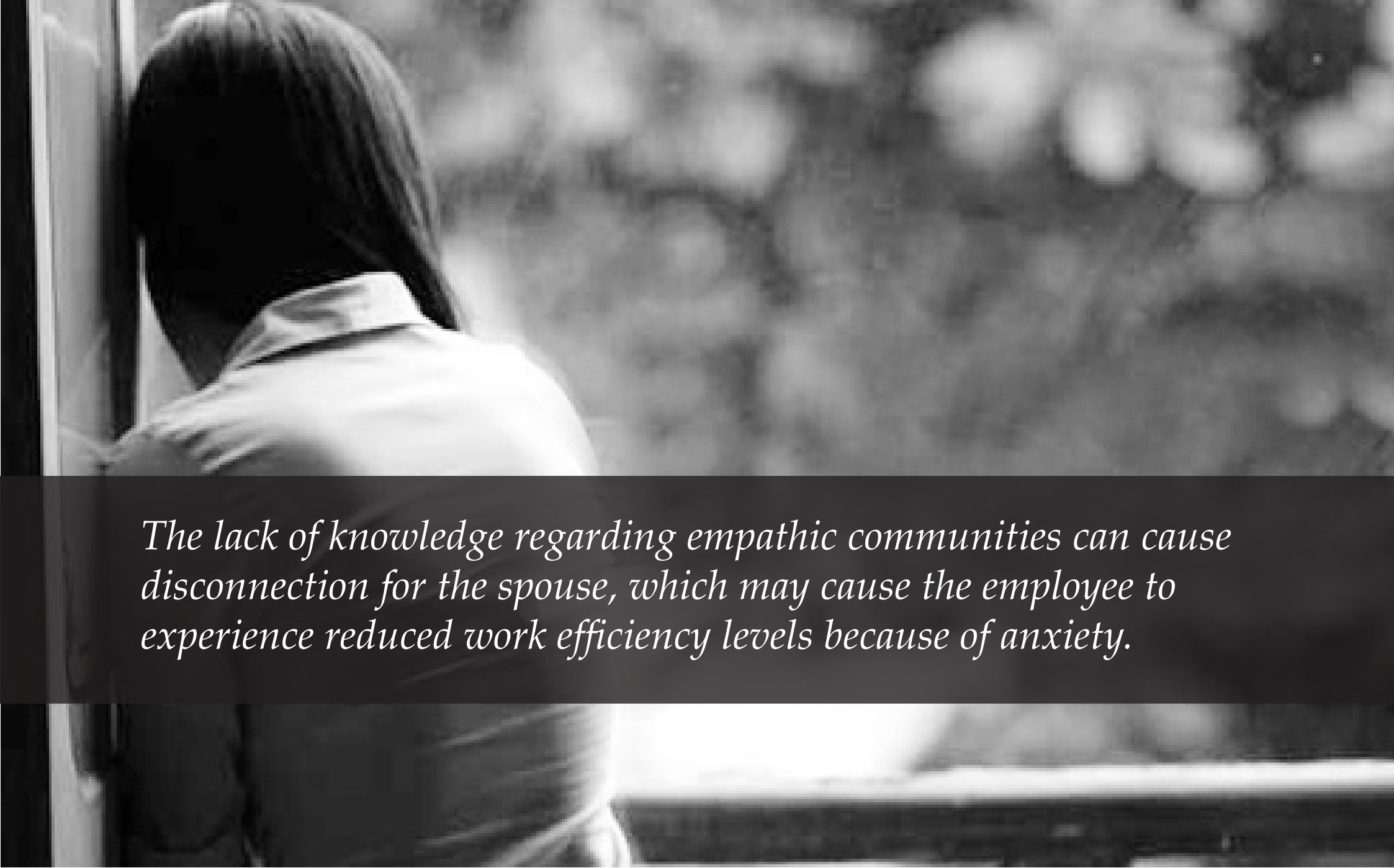
An unawareness of the opportunities in the local area can cause expatriates to choose to decline a job offer from RIM.



The taxation of having to manage overwhelming amounts of relocation information and decisions can cause the working employee's focus on relocation matters instead of work matters.

A black and white photograph showing a close-up of a person's hands covering their face. The person's fingers are spread, and their palms are pressed against their eyes and forehead, suggesting a state of intense stress, anxiety, or despair. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the texture of the skin and the intensity of the gesture. The background is blurred, focusing attention on the hands and face.

The stress created through the transition can cause the RIM employee to experience reduced work efficiency.



The lack of knowledge regarding empathic communities can cause disconnection for the spouse, which may cause the employee to experience reduced work efficiency levels because of anxiety.

Challenge

Symptom



Unawareness



Location

Even with current location search tools, expatriates often struggle to gain an understanding of the day-to-day life that awaits them after relocation.

As a result, the employee may reject the offer. If the employee takes the position, the relocation's strain on the employee's family may stress the employee, leading to less efficient work performance.



Frustration



Information

When all relocation information and details goes through the employee, the spouse feels left out and disconnected.

As a result the spouses feels frustrated, which puts stress on the employee and they are left with an unsatisfied feeling about the service.



Stress



Overwhelmed

Even with practical support, relocating employees and their families may be stressed due to the mental strain of transition.

As a result, the employee may focus more on maintaining a good family dynamic rather than being efficient at work. The inefficiency may be highly noticeable in the company achievements.



Unawareness



Community

If a social network is not established, the spouse is likely to feel isolated and alienated from the new location.

As a result, the family are not going to settle and are more likely to terminate the assignment.

What can be done?



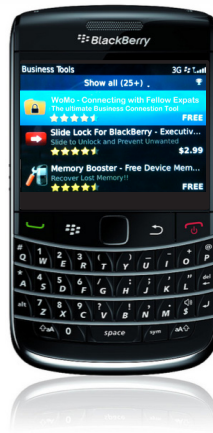
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A Service that Integrates Relocated Families into their New Community



WoMo Web Portal

Access an online forum with user relevant features



Mobile Application

Access the online forum anywhere



Ambassadors

Connect with a local Ambassador



Welcome Process

Receive physical package during the relocation



WoMo Web Portal

- Connect with fellow expatriates for one-on-one interactions and learn about the their transitions
- Attend and arrange social events with local expatriates
- Gain knowledge about the local area that is relevant to the expatriate community
- Find all of relocation materials in a single location



Mobile Application

- Use the GPS to see the nearby locations and events that are most relevant to expatriate needs
- View ratings of local venues and activities, and share reviews with other expatriates.
- Interact with the entire expatriate community from your smart phone



Ambassadors

- Ambassadors are the new-comers lifeline for answering questions and providing support along the relocation journey
- An ambassador is available for each member of the expatriate's family, and each ambassador is selected based on their similar experiences in relocation
- Ambassadors provide 24-Months of check-ins with the expatriate family
- RIM sponsors and assists ambassadors to ensure exceptional support during the expatriate's experience

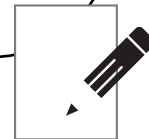
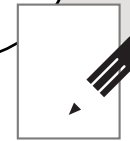
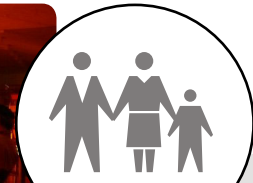


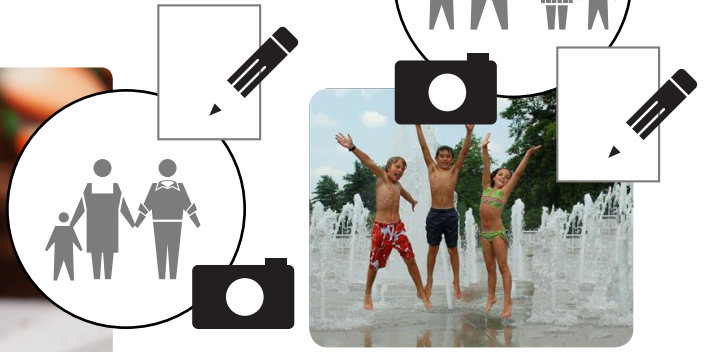
Welcome Process

- In the phase of considering the job, a temporary log-in to the web portal is provided to the potential candidate. The log-in is received by mail along with a manual to the service. This is done to support the candidate in making an informed choice for the candidate and his or her family.
- When the employee has accepted the job, the family receives a welcome package. The package contains two smartphones with the app pre-installed along with a detailed manual to all the services there is for them to enjoy.

WoMo provides the to-be-RIM expatriates with insights into the world that awaits them.

Through the Personal Photo Logs, the new-comers can gain insight and familiarize with what there is to do in the area where they are potentially going to move. The families in the community have a personal Photo-log where they upload pictures and keep a photo diary for others to be inspired and for them to keep track of their adventures.





WoMo provides a place to find all relocation materials in a single online location for the employee and the spouse.

All the stakeholders involved in the family's relocation will feed the necessary practical information concerning the relocation through the RIM House. The family can thereby access all relevant information and be able to reach out to the providers through this channel.





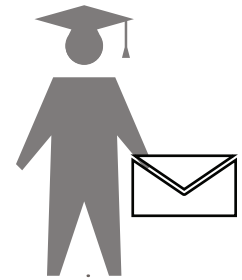
WoMo provides personal and expert support before, during and after the relocation transition.

Through the website, the families can reach out to the Ambassadors for mentoring advice on various questions concerning the relocation process and the life that awaits them.

Once they have arrived, the Ambassadors will help the families get in touch with the local community and check-in on them to make sure they settle in.



The family can contact the Ambassadors by e-mail before the decision is made about signing with the company to get informal information and advice about the area.



Pre Departure



During the Home Finding Tour the Ambassadors are at the families disposal for a personal meeting where the families can get first hand insights of the world that awaits them.



Departure



After the move the Ambassador helps the family to get introduced to the local community of empathic expatriates.



After the first six (6) the Ambassador check-in on the family to make sure they are acclimating. If the relocated users are struggling, the Ambassadors will take the appropriate steps to ensure the family will get the necessary support.



On Assignment

WoMo provides opportunities for finding social events arranged by the community of local empathic expatriates.

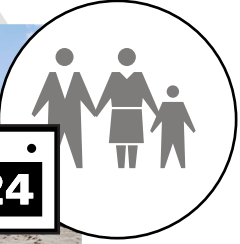
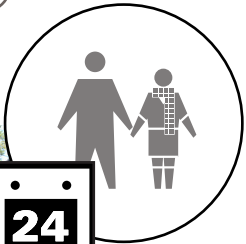
Through the “What’s around you”- “Up-coming Events”, the families can get inspired to what there is to do in the local area. The website is fed by the fellow community who can initiate activities and get-togethers for the expatriates and online vendors and resellers.



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Flixster



WoMo can provide...

Expatriates

- ease through the relocation process
- an easier settling transition into the new location by assisting the expatriates in mitigating the culture shock
- an urge to engage in the community long-term

Research In Motion

- happier and more effective employees (more profit for RIM)
- less concerned and therefore more focused employees (more profit for RIM)
- employees staying in their job longer and therefore avoid recruiting a new employee and paying for their relocation (more profit for RIM)

TheMIGroup

- a reduction of taxing tailored individual support situations (a stronger focus on standardized processes that cost less for TheMIGroup)
- a higher customer satisfaction that will be obvious to the client and therefor put TheMIGroup in good light (client satisfaction)

Infrastructure of WoMo

There are three main categories for launching a service like WoMo

Technical Investment

- Front End Development (coding, interaction configuration, etc.)
- Back End Development (server design and administration, database setup, etc.)
- Mobile Application Development
- Front-end CMS development

Creative Investment

- Graphic Design
- Interaction Design
- Brand and DLS (design language system) design
- Motion and web design
- Usability and accessibility assessments
- Copywriting and Content Strategy

Operational Investment

- Technical consultation and maintenance
- Creative consultation and maintenance
- Business analysis consultation and maintenance