



Case Study – Multi-national Retail Group

One of the UK's largest supermarket chains was Icon Relocation's first client when the company launched over 8 years ago. Both the range of services provided to the company, and the volume of relocations handled annually has increased significantly since.

The relocation of senior managers from North America, Europe and the Far East continues to be an important element of the company's recruitment and talent management programme, demanding the highest level of attention to detail and personal contact.

Equally, and in common with other major international companies, IT provision is outsourced to India, to the Group Service Centre in Bangalore. Project staff from the Service Centre move to the UK – often with minimal notice - for short term assignments ranging from 2 to 6 months.

Icon has tailored a bespoke solution to meet all aspects of the client's requirements, renting unfurnished accommodation and providing furnishing to a specified uniform standard even including Indian cookware. To fully understand the preferences and the Indian culture, Icon personnel have visited India for first-hand experience which enables us to better empathise with young Indian staff.

As well as settling all property related invoices on behalf of the client, Icon directly engages contractors for maintenance works, and a cleaning arm ensures that all properties are thoroughly cleaned before handing back at the end of a tenancy. This proactive approach ensures that dilapidations are minimised and excellent relationships established with local landlords.

The use of two bedroom apartments for single project staff means daily rates of about £40 per person per night compared with hotel rates in the area of £70 per night. With an achievable target for hotel use by incoming staff of one night, Icon demonstrated **cost savings to the client in excess of £1 million in 2007/2008** compared to the cost of hotel accommodation over the same period.

The Bangalore based Head of Facilities & Support commented; "We started operations in India in 2003 and Icon Relocation has partnered with us throughout, supporting all our requirements relating to accommodation and relocation. All employees have reported satisfaction in all areas of activity and Icon has provided innovative ideas and mutually beneficial solutions to all challenges."

For further information about our Corporate Housing Solutions, please contact us at info@iconrelocation.com