



# CONVERSATIONS WITH MOBILITY LEADERS

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Exploring Current  
Trends in Artificial  
Intelligence and their  
Impact on Mobility

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**sirva**



# HOW ORGANIZATIONS ARE EXPLORING CURRENT APPLICATIONS OF AI

Some organizations have reported that, while they are not currently using AI in mobility, they have rolled out internal, generative AI products to test potential applications. Employees are encouraged to beta test and explore how to use this technology, but with data security still being a major concern, most organizations have only explored internal platforms. Examples of usage include creating offer letters across different countries, generating answers to frequently asked questions, and being utilized as a basis for developing more complex presentations. As organizations get more comfortable with internal tools, they are assessing ways the Mobility team can use AI tools. When asked about barriers to using AI tools, many Mobility leaders pointed to potential data security issues as the main obstacle.

A number of organizations are trialing ChatGPT for mobility tasks such as getting fast answers to generic, benefit-related questions for specific locations across the world, or to help them understand basic compensation formulas to weigh, for example, the difference between a home approach and host approach. One challenge in using the public version of ChatGPT is that all company-specific and personally identifiable information needs to be removed due to confidentiality issues.

Data security issues are the main obstacle named by Mobility leaders for hesitance in using AI tools.

Other successful uses of ChatGPT have been to augment their respective teams' knowledge for conversations with vendors and real estate specialists, who they depend on for reliable market information and data, and for refining their communications and adjusting the tone of voice to adapt to cultural differences when working with colleagues and internal customers from around the world. On a broader scale, organizations are assessing the use of AI in recruiting and exploring potential solutions across HR.

For organizations where financial data security controls are tight, particularly financial services companies, they are reporting that ChatGPT is blocked to prevent accidental data leaks. In the longer-term, these organizations are assessing the use of generative AI for tasks such as providing comparative analyses between possible compensation and benefits scenarios. Even if the generative AI provided an 80-90% baseline, it would drive significant efficiencies for organizations overall. It was agreed that in this day and age, data security is absolutely critical for most organizations, and they are working to actively assess secure AI-enabled solutions.

In our continuing series, "Conversations With Mobility Leaders", Sirva explores current trends in Artificial Intelligence (AI) and the current or potential impact on mobility. In this edition, we focus on how AI is transforming HR support functions and what can it mean for mobility, including:

- The role and application of AI within the Mobility function and broader HR organization
- Types of talent strategies and challenges AI-enabled tools can positively influence
- Considerations when assessing how to integrate AI into employee mobility strategies and processes

Following are highlights of the discussions in which mobility leaders weigh in on the present and future of AI and how this advancement in technology may improve both the employee mobility experience and overall Mobility function.

## CURRENT STATE OF AI

Artificial intelligence (AI) is today's most exciting area in computing technology. In simple terms, AI takes large amounts of data, sophisticated software, and a lot of computing power and translates it into solutions that perform tasks traditionally done by humans. In some cases, the outputs go beyond human capabilities because of the vast amount of data that artificial intelligence can process. We have been surrounded by AI technology over the last few years. Voice assistants such as Siri, Alexa or Cortana are relatable examples from our personal lives.

Approximately 120 million adults in the United States are using a smart assistant at least once a month.

– Insider Intelligence

Examples from the transportation industry include ride sharing apps or mapping technology which revolutionized logistics by creating routes and efficient travel plans. Organizations' IT departments routinely use AI-based infrastructure to categorize e-mails or filter spam. In finance, fraud prevention depends largely on machine-learning AI technology. These technologies are pervasive on the factory floors of manufacturing organizations and in self-driving car pilots, healthcare management, pathology, and the diagnosis of cancer cells. AI-enabled chat bot technology is now often the first point of contact for customers of many organizations.

So, how can these tools be used in support of organizations' mobility programs?

# FUTURE OPPORTUNITIES FOR THE USE OF AI IN MOBILITY



Some organizations have identified substantial future opportunities in accessing HRIS and other related systems to answer questions that drive broader business value:

- Analyzing retention data for employees who have been on an assignment over a certain number of years
- Assessing return on investment for specific assignment types
- Gauging the success of mobility programs
- Identifying opportunities to improve post-assignment employee retention

Since most data is hosted in different systems, much of this insight is unavailable or requires manual extraction which can involve a significant amount of time. Integrating and analyzing the data extrapolated from these systems would offer tremendous time savings and help drive better and more informed business decisions for the organization.

Historically, the organizational silos between the Mobility and Talent Management functions and systems have exacerbated these issues. We are finding that there is now more openness to a joint exploration of viable solutions. In some organizations, Mobility is actively initiating these conversations, highlighting how their involvement earlier in the mobility decision-making process can help drive business strategies and employee mobility success. Another key area where closer partnership between Mobility and AI-enabled analytical tools would yield valuable insights is finance, where reconciling projected and actual assignment costs and more reliably predicting the total cost of mobility is critical to overall program and business success.

Many organizations realize that there are a host of repetitive tasks and information required to support employee relocations. Opportunities exist for using AI to enhance the employee experience by providing information in a streamlined, personalized, immediate, and accessible manner. There are many opportunities to accelerate connections with various vendors and internal stakeholders, including Finance, HR, and Talent Acquisition.



## Opportunities for AI use in mobility include:

- Employee retention data and improving post-assignment retention
- ROI by assignment type
- Gauging mobility program success



## TIMELINE FOR ADOPTION OF AI

When discussing timelines for the adoption of AI-enabled tools, there is consensus that while the leadership of many organizations are actively encouraging early, company-wide experimentation with AI, HR organizations are currently focused more on the automation of operational processes. This may possibly be used as a steppingstone to the broader use of AI-enablement tools in the future.

HR organizations are focused on automation of operational process as a potential steppingstone for broader use of AI tools.

Mobility leaders in some organizations are reporting that their teams have been encouraged to explore which tools are available and assess how they can use them to be more effective in their jobs. In fact, AI is already integrated into the technology products and tools technology organizations are offering. The main challenge for Mobility, and HR in particular, is concern about data security. In some cases, Mobility teams can use AI to address very general needs, but the larger organization has implemented formal guidelines relative to AI usage, where any proprietary data may not be shared, thus limiting the use of ChatGPT or other open AI tools. Some organizations even go so far as to restrict the use of tools that transcribe meeting notes because almost every mobility conversation involves personally identifiable information (PII). Mobility leaders are anticipating their procurement teams will incorporate AI usage and security questions into their procurement and vendor onboarding processes to lessen concerns about data security.

## SIRVA'S PERSPECTIVE ON AI

There is a real opportunity for mobility service partners to play a significant part in driving adoption of AI-enabled tools in HR and mobility. At Sirva, we see AI being an enabler in several areas as we assess adopting these technologies. First, we see AI as a tool to augment information, by leveraging supplier or employee journey-related information, such as, activity, status, and next step summaries or generating assignment-related documentation. Second, we view AI as a tool to help automate and streamline administrative tasks.

One AI application we are actively using is translating natural language interactions as part of our relocating employee sentiment monitoring. For instance, in the case of a reported challenge, our systems automatically generate a workflow for our service teams to address a particular concern in an effective and timely manner. We're working on implementing AI to drive personalized policies, reflective of both the budget and employee profile to create a better moving experience. In the context of Core-Flex policies, the element of choice can create confusion or be overwhelming for the employee. We see AI-enabled tools as a way to provide clarity on benefit explanations and additional guidance for when and how employees should use these benefits.

Understanding the relocation process is critical to integrating AI-enabled technologies into a very human, and human-supported, experience.

Successful employee mobility journeys rely heavily on access to the most accurate, up-to-date data, as well as ensuring that the output of AI-driven tools is bias-free. We have a solid foundation and a firm understanding of the relocation process, which is critical to successfully integrating AI-enabled technologies into what is inherently a very human, and human-supported, experience.

## CONCLUSION

The potential of AI to support organizations' mobility programs is being explored across industries. While some organizations are trialing AI tools, most are in the very early stages of establishing scope, performing testing, and assessing potential benefits. However, companies see a strong potential in leveraging AI in areas such as compensation analysis, communications, employee experience, recruitment, and HR decision-making.

As AI continues to advance, Mobility functions should embrace secure, early experimentation and assess the possibilities for enhancing their operations and supporting their mobile workforce. The solutions often start with a vision and a deep understanding of the problems we're trying to solve.

*If you are interested in joining Sirva's "Conversations with Mobility Leaders" program, please reach out to your Sirva representative or email us at [marketing@sirva.com](mailto:marketing@sirva.com).*



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