

# SIRVA Story:

## Increasing Efficiency During a Decentralization Plan



After dedicating a significant amount of time and resources to its mobility team, a leading global insurance company decided it was time to decentralize their mobility program and allow each country to assume ownership of its own territory. While Martina, the company's global head of mobility, would continue to maintain a strategic role in governing the program and policies, operational control would be passed to the company's HR partners in multiple locations throughout the globe for management of their permanent relocations. While this would have certain benefits for the company, it wouldn't be without its challenges.

Martina sought the help of Victoria Ainge, SIRVA International Account Director, and her team to ease the transition, provide tactical resources and support, and ensure global consistency from country to country.

There were three major challenges with decentralization: developing a worldwide program that was consistent enough for easy governance, but flexible enough to address each country's individual nuances; establishing the immediate trust and collaboration necessary for a smooth implementation; and managing 15 countries at the onset, each as a separate client, as opposed to the one, centralized point of contact that would typically be associated with a centralized model.

To begin, Victoria and her team developed a change-management plan for Martina to ensure that all stakeholders were on the same page. Next, to establish themselves as accessible partners, they immediately began taking part in implementation planning meetings and monthly status calls with Martina's country-specific HR leaders to establish mutually agreed upon priorities and needs. Victoria also created informative newsletters that were distributed throughout the company's HR and internal mobility teams at all levels to maintain clear communication and promote engagement.

These efforts resulted in the establishment of a decentralized mobility plan that, much like a core-flex program, allows for flexibility within a wider range of consistent confines. In addition to attentive consultant services, SIRVA has also provided Martina's teams with a convenient digital platform that not only guides them through the allocation of available relocation services, but also provides Martina with the visibility she needs for tracking and governance, and accurate reporting.

Our partnership has produced improvements in efficiency and cost savings in a variety of areas, including: the implementation of a household goods calculator that provides each country's team with immediate access to accurate cost projections on shipments; single-source visibility into Extended Business Traveler expenses; and the use of our in-network, serviced accommodation providers, which has saved the company several hundred thousand U.S. dollars per year. The transition has been so successful that the number of participating countries has increased to 17, with two more in transition.

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*Every relocation is unique so, every day, SIRVA employees around the world go above and beyond to provide innovative, caring, and customized solutions to our clients and their employees. [Visit Sirva.com](https://www.sirva.com) to read more SIRVA Stories or contact us to learn how our global expertise can do the same for you.*

## The Face Behind the Story:

### Victoria Ainge, International Account Director



Victoria is a Director of Global Account Management, responsible for ensuring that client global mobility policies and practices are supported through SIRVA's service delivery. She joined SIRVA in 2013 and has since supported the successful implementation of multiple new client engagements, and the ongoing management of valued client contracts.

Prior to joining SIRVA, Victoria accumulated 12 years of in-house mobility experience, working for both a multi-national pharmaceutical company and an engineering company in the Oil & Gas industry. In both roles, she supported the organisations with policy development, supplier management, expat compensation/benefits and payroll. She also obtained her CIPD in Human Resources Management during this time.

When Victoria isn't supporting her clients and their mobility needs, she enjoys taking holidays with her husband and friends, with Riviera Maya and America being particular favourites. During her last Caribbean holiday, Victoria managed to cram in the reading of 8 books – a personal best that she aims to beat on her next holiday. Amongst her other favourite things are her dog, Marley (Victoria is known amongst her friends as "crazy dog lady"), her adorable niece, and glasses of champagne.

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