



WHY EMPLOYEE EXPERIENCE SHOULD DRIVE YOUR RELOCATION PROGRAM DESIGN

Building Programs That Support the Employee

A Strategic Guide for HR Leaders Navigating Domestic Mobility Challenges



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Introduction

Relocation as a Defining Employee Moment

Employee relocation is a major moment in the employee lifecycle, and it strongly influences how people feel about your organization.

When an employee accepts a relocation, they are making a decision that affects their family, their finances, their social connections, and their sense of stability. How your organization supports them through this transition sends a powerful message about your organization's values and their commitment to their employees.

This eBook will show you why employee experience matters in relocation design, and how to create programs that help employees and their families thrive.

KEY INSIGHT

70% of relocated employees say they needed more support during their move. Organizations that get relocation right see higher engagement, faster productivity, and stronger retention.

Source: [Centuro Global: Employee Relocation 2025](#)



The Business Case for Employee-Centered Relocation

THE COST OF GETTING IT WRONG

When relocations fail or employees leave shortly after moving, the costs are substantial. The average cost of replacing an employee is \$4,700, but total costs including recruiting, onboarding, and training can balloon to 3 to 4 times the position's salary. For relocated employees, you also lose the significant investment you made in their move.

Source: [SHRM via Qualtrics: Employee Churn Research](#)

EXPERIENCE DRIVES RETENTION

SHRM research shows that employees with positive experiences are 68% less likely to consider leaving their organization. When it comes to relocation specifically, employees who feel supported during challenging transitions develop stronger organizational loyalty.

Source: [SHRM: The Case for Employee Experience \(March 2025\)](#)

THE NUMBERS THAT MATTER

<p>84%</p> <p>of highly engaged employees plan to stay with their current employer</p>	<p>42%</p> <p>of employees in negative work cultures think about leaving</p>
<p>47%</p> <p>of companies lost good employees due to relocation policy issues</p>	<p>89%</p> <p>of HR leaders consider employee retention a top priority</p>

Sources: [Atlas Van Lines 2025 Survey](#) | [Second Talent Retention Statistics 2025](#)

What Employees Are Really Thinking About

Employees today look beyond the move itself. When considering a relocation, they are weighing factors that affect their entire life, not just their job.

THE FOUR KEY CONCERNS:

1. SPOUSE OR PARTNER CAREER IMPACTS:

According to the U.S. Census Bureau, dual career couples now represent 75% of American households. When one partner relocates, the other often faces career disruption, income loss, and professional setbacks.

3. ACCESS TO HEALTHCARE & COMMUNITY RESOURCES:

Relocating employees need to establish new healthcare providers, understand local services, and access community resources. This is particularly critical for employees with ongoing medical needs, elderly family members, or children with special requirements.

2. CHILDREN & SCHOOL TRANSITIONS

Finding the right school during a corporate relocation can be daunting. Families must consider curriculum, academic level, extracurricular activities, special needs accommodations, and proximity to their new home. For children, a relocation can feel overwhelming if not properly supported.

4. OVERALL QUALITY OF LIFE

Beyond logistics, employees evaluate whether the new location will support their lifestyle. Cost of living, neighborhood safety, cultural fit, recreational opportunities, and social connections all factor into the decision to accept a relocation and the likelihood of long-term success.

If these needs are ignored, relocation becomes stressful and disruptive. When addressed, employees can settle in more quickly and focus on their new role.

Supporting the Spouse or Partner

When employee relocations fail, it is almost always due to spouse or family dissatisfaction. This makes partner support one of the most critical elements of your relocation program.

WHY PARTNER SUPPORT MATTERS:

According to the NetExpat Relocating Partner Survey, over 50% of employees cited a partner's potential career disruption as a primary reason for not accepting an international assignment. The importance of a second income to families has increased from 69% to 74% in just five years.

Source: [NetExpat: Supporting Dual-Income Households \(January 2025\)](#)

THE IMPACT OF SPOUSAL EMPLOYMENT:

Research shows that 80% of significant others report that their own career or job plays a crucial role in their spouse or partner's decision to accept or reject a job offer. When a family moves for one person's job, the other partner often must quit or alter their career path significantly.

Source: [CCI Consulting: Spouse/Partner Employment Support \(April 2025\)](#)

EFFECTIVE SPOUSAL SUPPORT PROGRAMS INCLUDE:

- Career coaching and job search assistance
- Resume writing and interview preparation
- Local networking opportunities and introductions
- Access to coworking spaces or professional communities
- Support for remote work transitions or business startup

Source: [IMPACT Group: Spousal Assistance Programs \(April 2025\)](#)

Helping Children and Families Transition

Children and families experience relocation differently than the employee. While the relocating worker gains a new role and colleagues, family members may feel like they are losing everything familiar. Supporting the whole family is essential to relocation success.

SCHOOL TRANSITION SUPPORT

Finding the right school during a corporate relocation requires careful consideration of curriculum compatibility, academic level, extracurricular activities, the child's age and special needs, and proximity to the new home. Professional school-finding services help families identify suitable educational institutions and facilitate seamless transitions.

Source: [NRI Relocation: Employee Family Relocation Services](#)

THE EMOTIONAL IMPACT ON CHILDREN

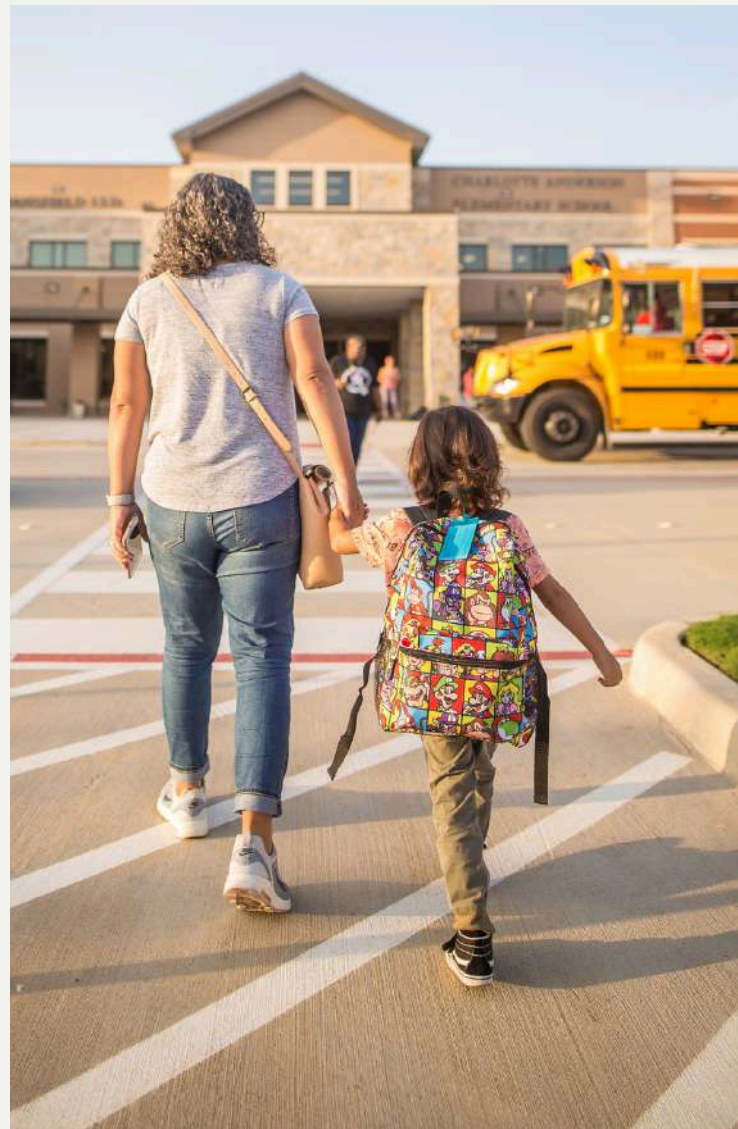
While children are often resilient, an international or long-distance relocation can be overwhelming. Increasingly, children find it harder to adapt, adjust, and cope with the upheaval of a relocation. They may feel powerless and unheard, as if their opinions and emotions are invalid.

Specialized transition coaching programs help children ages 8 and older navigate the complexities of moving to a new location. These programs address reconciliation of unresolved issues, affirmation of self-worth, planning meaningful farewells, and preparing for the new environment.

Source: [IMPACT Group: Children's Transition Coaching \(April 2025\)](#).

FAMILY-FOCUSED SUPPORT SERVICES

- School search and enrollment assistance
- Childcare location services
- Orientation tours for families
- Community integration support
- Mental health resources for family members



Quality of Life and Community Integration

As employees relocate, they face stress, anxiety, and even grief as they leave behind familiar places and social circles. Loneliness or culture shock can take a toll, affecting their engagement and job satisfaction.

Source: [Centuro Global: Employee Relocation Guide 2025](#)

THE CHALLENGE OF SOCIAL ISOLATION

Research from Southeastern Oklahoma State University shows a significant percentage of relocated employees experienced social isolation after moving. Many cited adjusting to new environments as a major cause. Nearly a quarter were working through the grief of leaving their communities behind.

Source: [Employee Benefit News: Making Relocations Seamless \(December 2025\)](#)

SETTLING-IN SERVICES THAT MAKE A DIFFERENCE

Destination services help families acclimate to their new surroundings and provide support in aspects of daily life.

These services can include:

- Orientation tours of the new community
- Guidance on setting up utilities, banking, and local services
- Information about parks, grocery stores, and neighborhood amenities
- Healthcare provider recommendations and registration assistance
- Cultural training and language courses for international moves
- Connections to local groups and networking opportunities

THE IMPORTANCE OF POST-MOVE SUPPORT

Support should not end once the moving truck leaves. Regular check-ins during the first six months help identify problems early and demonstrate your commitment to employee success. Schedule formal conversations at 30, 60, and 90 days post-move to ask specific questions about housing satisfaction, work integration, and family adjustment so that you can point your employees to the most helpful services you offer.

Source: [Employee Benefit News: Supporting Relocating Employees \(November 2025\)](#)

Relocation as a Competitive Advantage

You are competing in a tight talent market. Candidates compare relocation benefits just as closely as compensation. A supportive employee relocation program can strengthen your employment brand and help you retain high performers.

Relocation Benefits Impact Hiring Decisions

Approximately 70% of companies now offer relocation assistance as a regular benefit. Career development is the biggest motivator, with 69% of employees claiming they would relocate for the right position. Companies with strong, attractive relocation packages make excellent business and branding sense in today's competitive market.

Source: [CapRelo: Employee Relocation Package Guide 2026](#)

Building Employer Brand Through Relocation

When leaders take relocation seriously, treating it as an investment instead of an impersonal transaction, they improve retention and enhance their employer brand. Companies that handle relocations well develop a reputation for being trustworthy, which attracts stronger talent and reduces the cost of future hiring.

Source: [Employee Benefit News: Relocation Benefits Impact \(December 2025\)](#)

What Top Talent Expects in 2026

The days of one-size-fits-all relocation are long gone. Every person who considers uprooting their life for an opportunity will look beyond title and salary. They measure value by how a company supports their transition.

Top candidates now expect:

Transparency about what is included and what is negotiable

- Flexibility to allocate funds based on their specific needs
- Family support including school search and partner career assistance
- Wellbeing support including mental health resources
- Sustainable relocation options

Source: [EWS Limited: Relocation Packages 2025](#)

Building an Experience-Driven Relocation Program

Forward-thinking companies are building programs that emphasize communication, guidance, and genuine support throughout the move. Here is how to create a relocation program centered on employee experience.

1. START WITH PRE-MOVE ENGAGEMENT

Conduct pre-move engagement surveys to understand what matters most to each relocating employee. Ask about their specific concerns, family situation, and priorities. Do not assume everyone needs the same support.

2. OFFER PERSONALIZED OPTIONS

Provide a menu of options rather than a rigid package. Allow employees to make trade-offs based on their needs. For example, one employee might prefer more temporary housing time while another prioritizes partner career support.

3. PROVIDE DEDICATED SUPPORT

Assign a dedicated relocation counselor or point of contact who can provide personalized guidance throughout the process. A kind, knowledgeable voice can make all the difference for employees managing the countless details of a major move.

4. SUPPORT THE WHOLE FAMILY

Include comprehensive family support in your program. This means career assistance for spouses/partners, school search services for children, and integration support for the entire household. Remember that if the family is unhappy, the relocation is at risk.

5. CONTINUE SUPPORT AFTER THE MOVE

Build peer support networks and schedule regular check-ins during the first six months. Monitor employee satisfaction and address issues quickly before they become entrenched problems. The best relocation programs continue long after the flight lands.

6. MEASURE AND IMPROVE

Gather feedback from relocated employees to assess your program and improve retention strategies. Measure satisfaction and feed learnings into future packages. Do not let feedback gather dust. Use it to continuously improve your program.

Sources and Further Reading

All sources cited in this ebook are current and published within 2025-2026. Click any link to access the original source.

Industry Research

[Atlas Van Lines 2025 Corporate Relocation Survey](#) - 58th annual study surveying 558 decision-makers across 20+ industries.

[SHRM: The Case for Employee Experience \(March 2025\)](#) - Research on how positive experience reduces turnover intent.

[NetExpat: Supporting Dual-Income Households \(January 2025\)](#) - Data on partner career concerns in relocation decisions.

Employee Experience and Retention

[Qualtrics/SHRM: Employee Churn Research](#) - Cost of turnover and engagement statistics.

[Second Talent: Employee Retention Statistics 2025](#) - Comprehensive retention data and trends.

[Employee Benefit News: Making Relocations Seamless \(December 2025\)](#) - Research on relocation challenges and benefit design.

Family and Spouse Support

[IMPACT Group: Spousal Assistance Programs \(April 2025\)](#) - Career coaching programs for accompanying partners.

[CCI Consulting: Spouse/Partner Employment Support \(April 2025\)](#) - Job search assistance for relocating spouses.

[IMPACT Group: Children's Transition Coaching \(April 2025\)](#) - Support programs for relocating children and teens.

[NRI Relocation: Employee Family Relocation Services](#) - Comprehensive family support services.

Relocation Strategy and Best Practices

[EWS Limited: Relocation Packages 2025](#) - What top talent expects in relocation packages.

[Centuro Global: Employee Relocation Guide 2025](#) - Comprehensive guide to relocating employees successfully.

[Development Advisors: Relocation Retention Strategies \(March 2025\)](#) - Challenges and solutions for relocation retention.

[CapRelo: Employee Relocation Package Guide 2026](#) - Comprehensive guide to relocation package components.

[Employee Benefit News: Supporting Relocating Employees \(November 2025\)](#) - Best practices for HR support during relocations.



About Interstate Relocation Services

When you partner with Interstate, you get more than a moving company. You get a team that understands the human side of relocation and works to make every transition as smooth as possible.

Interstate has been helping companies and employees navigate the complexities of corporate relocation for over 80 years. We understand that successful relocations require more than just transportation. They require genuine care for the employee experience.

Our employee-centered approach includes:

- Dedicated relocation counselors for personalized support
- Policy consultation and development for HR teams
- Move management from start to finish
- Departure and destination services
- School search assistance for relocating families
- Support for home transactions
- Financial planning assistance and tax liability guidance
- Continuous coordination with stakeholders throughout the move

Contact us to learn how we can help you build a relocation program that puts employee experience first.

