

We May Be Smaller, But We Are Mighty!

Why Bigger Doesn't Always Mean Better When It Comes To Delivering A Stellar Service

When choosing to work with a company, there's a temptation to blindly go with the best-known name; to wrap yourself up in the comfort blanket of a big brand purely because you expect the best from them. But in our experience, bigger does not always mean better.

Why, you ask? Well, I liken the big vs. small debate to this scenario: you're doing your weekly grocery shop at a big supermarket chain. Sure, all of the products you need will be in stock, and they'll even look pretty cheap on the surface of it. But do you know where these items have come from? Are you confident that the shop is giving you the best possible value for money? And are the people at the store really working in your best interests, or are they sleepwalking through their working hours just to meet their targets and impress the powers that be?

When it comes to working with bigger companies, yes, they will of course have the expertise you're looking for, and they will more than likely have access to the whole of the market. Much like Tesco's, or Sainsbury's, or Aldi, if you want to stick with retail examples. But a smaller, perhaps more client-focused company - the figurative corner shops of the industry - who truly value the client relationship, making the time, caring about the attention to detail, which you don't find in the bigger chains. They'll bring you people and a service committed to delivering an unrivalled experience because *they know it matters to you.*

At the end of last year, the number of small businesses operating in this country hit a record high. I think it's because consumers are bored of being passed around like a battered old football in an automated process. They want real-time solutions to their problems, and they want to talk to someone who has a barefaced passion for making sure they succeed in providing those solutions. I recognised this when I set up my own business and sticking with the "let's make it better" philosophy has certainly served me well.

Actually, I'm of the opinion that small business owners should be proud, because today's small businesses are unquestionably

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the backbone of the UK economy. According to the Federation of Small Businesses, relatively 'little' companies such as ours accounted for 99.3% of all private sector businesses in the UK at the start of 2017. We, and they, are the driving factor behind 60% of all private sector employment on our modest little island. Take away the plight of the small business, and over half of our trade disappears. This statistic alone paints the picture of organisations like ours as an unstoppable force in an age where austerity is rife and we're bracing ourselves for years of economic instability.

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That said, though, they're never just thinking about their bottom line. They're focusing on delivering a more robust, a more personalised service, despite the myriad of challenges that businesses of all sizes will face every single day. They *need* to care, because if they don't, they'll lose what makes them stand out. Complacency simply won't work for them. And talking of letting standards slip, large corporates can fall down in a number of ways when it comes to service delivery. Bigger relocation companies can choose to favour margins over labour costs, and their processes and structures can be much more rigid, which leads to a great deal of frustration from the client as they're passed from department to department in a seemingly never-ending quest for the answer to their query, or the solution to their problem. These companies are bound by bigger rolls of red tape, a kind of stifling bureaucracy which more often than not results in a cold, stale experience for clients and staff alike.

Now, what about the middle-ground? And by this, we mean looking at the pros and cons of working with estate agents who operate their own relocation department. The job might get done, but

clients often become a cog in a much bigger wheel when they sign up to this type of scenario. Because of the way that the company has been structured with an agency's emphasis being focused on fee generation; the landlord is their true client after all, the relocation process becomes transactional, staff are not fully accountable and there's no-one there to guide the client through everything in a straightforward, step-by-step way. Owning a project, and taking full responsibility for the outcome, is particularly important when you're running a service with multiple layers to it: Destination Services, HR Support, Visa and Immigration and Move Management. These may look like separate offerings, but working across all areas is essential with a small client-focused business, it's an innate discipline, working in tandem to make sure nothing falls in between the gaps, whilst having our clients best interests at heart!

Everybody, working as one in the company, has to have a thorough understanding of the requirements for each client, even if they're working on different aspects of the project.

This approach towards client management leaves no room for excuses when it comes to providing an amazing experience. We know that it's all about

building rapport with the people we're serving. It's about shaping relationships and making sure they're unbreakable, so that next time an employee needs to be relocated, they know that they will be well represented and that everything is handled on their behalf.

As we all know outsourcing is very much prevalent in our industry with the large companies farming-out a lot of their business to smaller service providers, which means that 'your' service is very much underpinned by these small-scale companies anyway. Customers are relying on the skills of the smaller player, but they're having to shout louder to be heard, and they're not getting that warm, fuzzy feeling inside after dealing with the larger business that they would otherwise experience in dealing with a company that truly has their best interests at heart.

Relocating an employee takes skill, dedication and a desire to see things through, right until the moment the lucky member of staff lands on their new doorstep. Would you want this crucial process to be handled by a market giant which has little regard for the finer details, or a smaller, more dynamic company that always has your happiness and satisfaction in the forefront of their minds? I know which option I'd choose.



JASON WAITE

Founder & Managing Director of CLR: Cornerstone London Relocation, the relocation service provider with a difference, we're not scared to care! Jason's expertise has been garnered over 9+ years in relocation services and 12+ years in technology recruitment, with both careers affording him significant exposure to the evolving worlds of people services within the corporate sector. Passionate about what we do. Diligent in our delivery. Let us make the difference.

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