



Success
Story

CDK GLOBAL

“Prior to contracting with Sterling Lexicon, CDK spoke to a few different relocation companies, but we felt like we were just another client to them. Although others were willing to provide the services we required, they seemed focused on how they could add additional cost to our agreement. We needed a partner that could be an extension of our own business and work with us, not for us.”

Sarah Goodrick-Meech,
Former Mobility Manager,
CDK Global (UK) Limited

Find out how Sterling Lexicon’s experts can enhance your global mobility program today.

sterlinglexicon.com

Streamlined workflows freed up in-house HR resources and amplified ROI

Background

Expansion led to cumbersome relocation policies

In 2014, CDK Global separated from its parent company and began establishing its own brand. As business grew, so did its mobile employee population. At the time, the company handled relocation services in-house and was struggling to manage various expatriate agreements. In 2017, CDK leaders began executing a 2020 strategy that included streamlining the global relocation program.

Challenges

Growing company needs help

- Multiple expatriate agreements and policies used CDK Global HR resources and time inefficiently
- Less time devoted to employee experience
- Had to outsource expatriate agreements
- Mobility/HR leadership changes

Solution

Sterling Lexicon streamlines global mobility program and increases performance efficiency

Known for delivering flexible solutions, data-driven results and an exceptional customer experience, Sterling Lexicon assessed CDK Global’s various policies and the internal management of those policies. Upon comprehensive benchmark of all policy types, Sterling Lexicon’s knowledgeable staff identified process gaps and guided CDK Global to create a clear vision and concrete goals for its mobility program, while alleviating the administrative burden on the mobility manager.

Business Impact

- Implemented streamlined workflow that allowed HR professionals to focus on employee retention
- Created comprehensive suite of policies, executive summaries and letters of assignment for consistency across network
- Enabled establishment of two new service centers in Prague and China.