

# InsightVision Software enables Breakthrough Performance for Weichert Relocation Resources Inc.

## Business Situation

Weichert Relocation Resources Inc. (WRRRI) is one of the world's leading workforce mobility and assignment management companies, serving Fortune 2,500 companies and their employees. The New Jersey headquartered company delivers relocation management services in over 150 countries. WRRRI experienced the classic challenges faced by burgeoning global entities integrating acquired businesses. Leadership determined that the company needed a stronger business framework for execution and service delivery. In addition, they saw a critical opportunity to align performance of employees,

### Solution

WRRRI utilized, effective and easy to implement, InsightVision software to cascade and widely deploy their balanced scorecard system which contained more than 150 scorecards. The web based, intuitive nature of the system, has facilitated seamless rollout with widespread employee acceptance and usage of the software at WRRRI.

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Beth Pasiak, Client Service Director  
Weichert Relocation Resources, Inc.

support units and the key supply partners with strategy.

In 2004, WRRRI embraced the Balanced Scorecard Methodology (BSC) as the framework for operationalizing their strategic plan and for building alignment through adoption of a common set of goals and targets. WRRRI's leadership team points to the implementation of BSC as one of the most important business decisions made over the past five years. As WRRRI began to cascade their scorecard down through the organization, they saw the need for BSC automation software to support the process in developing relevant scorecard functionality for their employees.

## Insightformation Solution

WRRRI wanted to leverage BSC software to maintain the scorecard momentum in the organization and provide real-time scorecard performance feedback as they cascaded their scorecards throughout the company.

Insightformation's BSC automation solution was selected based on the following criteria:

- a scalable performance management tool that could be deployed to all employees
- a central database for performance metrics and supporting information
- a browser-based communication tool that could be integrated into their Flashpoint® Web platform
- dynamic, pre-built reporting capabilities that aligned exactly with BSC theory
- summarized and drill-down reports showing trends and relevant transaction details



### Profile

WRRRI is one of the world's largest relocation and assignment management companies offering a broad portfolio of services, extensive global resources, enterprise-wide capabilities and truly integrated technology.

### Business Needs

WRRRI saw the need for a software platform to effectively cascade the scorecard down through the organization, to upkeep the BSC momentum, and to share real time actionable information.

### Highlights

- Intuitiveness and ease of use resulted in strong, rapid adoption
- Valuable drill-down features enhanced decision-making and accountability
- Easy intranet integration enabled broad deployment and improved communication
- InsightVision enables focus and alignment around strategy acting as a catalyst for breakthrough results

## Implementation and Benefits

Over 150 scorecards were deployed by WRRRI through mid-2007, with plans to deploy about 150 more scorecards in the following months. Cynthia Cannici, WRRRI's Performance Management Manager, explains the benefits she experienced: "The InsightVision application has allowed me to effectively communicate the scorecard results to more than 100 of our Mobility colleagues. Colleagues no longer need to review the results of their scorecard metrics in separate

**"InsightVision software's ease of use and solid support for the scorecard methodology has played a critical role in our ability to successfully deploy the BSC framework, and has served as a major catalyst for realizing higher levels of scorecard goal achievement across our Company."**

Aram Minnetian, President WRRRI

reports; they are now able to view all of their current results as well as historical data and trends. The application has also provided our colleagues with a centralized location to retrieve the transactional detail that supports their scorecard results."

Individual users can select their default scorecard with personalized measures ("My Measures"), and with appropriate security rights, browse through other scorecards. Cannici continued, "The individual personalization provided by the 'My Measures' section has proven to be a valuable resource for the colleagues and managers to monitor multiple measures from various scorecards."

The software's intuitive user interface has been well received by WRRRI's colleagues who appreciated the scorecard's clear display of performance information with the ability to drill down into diagnostic data. Supporting reports with up-to-date detailed data can be accessed with a single mouse click. WRRRI's colleagues believe that the application is one of the most important IT related resources they have at their disposal.

"The benefits the Balanced Scorecard software has provided to me are tremendous," noted Beth Pasiak, a Client Service Director for WRRRI. "The ease of use is incredible as I am able to access my team and office data with a few clicks of the mouse. The application is flexible and intuitive. It provides me with access to tangible results quickly so that I can monitor progress and execute any changes in strategy as needed." The most prevalent feedback received from colleagues who use the software is that it "empowers them to take responsibility for their own performance and development". Pasiak explains, "I review the data more often which increases the focus on meeting our corporate objectives."

## Results

"The Balanced Scorecard has brought increased ownership and accountability of business initiatives at every level of our company," said Minnetian. "This has helped us create a performance-focused, strategically-aligned and forward-thinking organization, which, in turn, has attracted some of the industry's best talent and some of the world's leading organizations to WRRRI." Cannici emphasized the role of InsightVision software, stating that it "has broadened the use of our scorecards, helping our organization to continue to focus on achieving our corporate goals and objectives." Minnetian explained the most recent results, "The past year saw WRRRI catapult to a true leadership position within our industry, with the marketplace recognizing the compelling advantages that make our company unique, particularly our financial stability, consistent leadership and commitment to creating Raving Fans® among our customers."

Performance measures confirm the positive impact of the BSC and InsightVision. WRRRI's employee satisfaction hit a record high of 88% resulting in the company reaching a new customer satisfaction level of 96%. Their improved ability to integrate acquisitions was evidenced by their very successful integration of the Global Mobility Service practice acquired from PricewaterhouseCoopers. Minnetian credits their use of the Balanced Scorecard as a critical component of WRRRI's success.