

Managed Housing Programmes - The Mobility Solution You Didn't Know You Needed

According to a recent Gartner study, more than half of HR leaders surveyed reported “improving employee experience” within their top three priorities for 2019. As mobility professionals know better than almost anyone, a heightened focus on employee services and satisfaction when it comes to travel is directly aligned with a company's ability to attract and retain talent. Where this alignment often runs off track is when cost management presents a competing priority.

As a leading provider of extended-stay travel and relocation solutions, our own organisation is working with HR, financial and mobility professionals around the world to solve both cost and employee satisfaction challenges with an approach called a Managed Housing Programme. While this isn't a new offering, many companies simply aren't aware of it, despite the fact that a Managed Housing Programme can

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provide a full-service solution that delivers convenience, choice, trust, cost savings, and price transparency and reliability.

If you have a regular stream of travellers or assignees to a specific location, particularly a location where the availability of suitable hotels is either scarce, unpredictable or expensive, a Managed Housing Programme provides an option worth considering. Managed Housing Programmes can save your company 25% to 35% over hotels while providing a more customised choice that can be an extension of the brand culture and ethos. It also provides travellers and assignees the added benefit of a local experience in a home-like setting.

While most mobility professionals are well aware of furnished apartments as an attractive extended stay choice, few have considered a Managed Housing Programme, which is essentially an extended stay solution where companies contract with furnished apartment providers to furnish and manage a set number of apartments exclusively for their use. These accommodations can be set up at an apartment building in a convenient location, they can be equipped and furnished to a company's specifications and managed like an extended stay hotel. The right provider can provide an online platform and mobile app that offers employees an easy way to check in and check out while reducing the administrative burden on the company. They will also support it with reporting and analytics to give you an insight into usage and 24/7 access for assignees and travel or relocation managers to address issues that may come up.

Some companies have gone as far as designing the apartments in their branded colour schemes and asking their service provider to private label the website that employees access. In addition to having predictable supply and accommodations that employees love, the savings for a large programme can be in the millions. Unlike hotels or even traditional serviced apartment options, a Managed Housing Programme delivers consistent pricing and a reliable, captive supply of accommodations.

One global company, for example, partnered with us to develop and manage a Managed Housing Programme that provides access to more than 100 apartments

exclusively dedicated to employees visiting their corporate headquarters. The result is a predictably available supply of quality accommodations, which is estimated to cost several million dollars less than comparable hotels.

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Beyond these significant cost savings, this company selected all the furnishing and amenities to ensure comfort and provided employees and mobility managers with a convenient tech platform for an easy and convenient booking and check in/out experience.

Highlighting a different flavour of this offering, another company with suburban headquarters where hotels are not hard to find has a programme with only 7 apartments that caters to their employees that typically stay for 2 weeks or longer. Their apartments are not highly customised, but still provide them with predictable quality and availability.

While such programmes have been around for some time, the new twist that makes them worth looking into is the technology that makes them easy to use. There was a time when managing such a programme manually made it difficult. Now, with on-line booking technologies, employees can self-serve, making them very easy to administer. Best in class providers offer a high tech – high touch approach where travellers and assignees can access the apartments with on-line tools and mobile apps and at the same time, talk to a customer service representative if and when needed.

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choice for business travellers who are staying at a location for more than seven nights. They provide the “live like a local” experience that many corporate travellers are looking for combining the amenities of a hotel with the conveniences of home. A Managed Housing Programme allows you to offer this to extended stay travellers as well as short stay travellers while lowering costs.

While controlling costs is a concern that can't be ignored, in many cases mobility is not only a first impression of a company but can

also be an assurance of career paths available to retain valuable talent. For some of you, Managed Housing Programmes provide a cost-effective way to take exemplary care of your employees while significantly reducing mobility and relocation costs. But whatever the approach, employers who prioritise employee retention and satisfaction must work within financial constraints to develop a programme that leverages tech innovation to ensure convenience but still holds hospitality in the highest regard to ensure a highly robust guest journey.



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Chief Executive Officer at BridgeStreet where he is focused on driving forward the company's leadership in technology and innovation in a quickly-evolving industry. Advani brings decades of experience to this position and is committed to serving BridgeStreet's expanding clientele of on-demand business travellers, corporate travel planners, and worldwide property supplier. BridgeStreet is the innovative world leader in extended stay business travel and relocation. With a technology platform built for extended stay business travel bookings and relocation services, BridgeStreet is dedicated to their partnerships with both their property owners and suppliers. Founded more than 20 years ago, BridgeStreet has been recognised as the trusted

experts in extended stay business travel management. With Hospitality experiences in more than 22,600 cities in over 130 countries, BridgeStreet serves more than 5000+ enterprise customers globally.

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