

INVESTOR NEWS

Santa Fe Relocation launches new app and online portals powered by Salesforce

Global mobility specialists Santa Fe Relocation has expanded its relationship with Salesforce, the global leader in CRM, to launch a new smartphone app and online platform, called “Core,” developed on the Salesforce Platform to assist HR and global mobility teams managing overseas assignments and to support individuals moving abroad.

Putting the user experience at the center, the new Santa Fe Relocation Core online platform includes ‘portals’ designed to support the needs of clients and their assignees throughout the international relocation process.

For HR and global mobility professionals the portal increases visibility across the entire relocation journey, providing real-time dashboard and reporting tools enabling them to monitor the progress and status of individual international relocation assignments, as well as assess the success of placements based on employee feedback and satisfaction scores.

For employees moving abroad, the assignee portal – launched on 30th October 2017 – provides key information and resources to assist them as they prepare to move abroad, including a timeline that provides full visibility and planning of all activities across assignment management and immigration, as well as moving and destination services.

The new Santa Fe Relocation Core smartphone app, which will be live from mid-November 2017, will include all of the features and functionality of the assignee portal, providing an ‘at-a-glance’ timeline with key dates and events, as well as access to key travel information, such as work permits, accommodation and travel arrangements.

Both the new Core app and portal have been built on the trusted Salesforce Platform to securely store and protect private employee data and documentation.

Key client features include:

- Visual dashboard for type of assignment, host country and current status
- Alerts users on aspects that require attention; for example, visa or lease expiry and assignment end date
- Help centre and employee interaction
- Employee satisfaction scores

Key assignee features include:

- Highlights key dates and timeline of events
- Upload key documents and information such as passport, certificates, travel documents
- Traffic light system to track progress
- Share access with family members
- Helpdesk feature to raise issues and ask questions with relocation consultants

Felipe Del Corral, Chief Digital Officer at Santa Fe Relocation, said:

“We’re thrilled to be working with Salesforce to launch our new Core online portals and smartphone app, which will provide significant benefits to our clients and their assignees to improve the overall international relocation experience. We’re increasingly seeing penetration of digital into all sectors and industries, and the launch of our digital tools reflect the changing needs of today’s workforce.”

“However, as with any online tool that hosts personal information, security and privacy is critical – and this is even more important in the case of travel documentation such as visa, immigration and passports. By utilizing Salesforce’s trusted, industry leading technology we have been able to put customer privacy at the very heart of the new Santa Fe portal”.



Chris Ciauri, Executive Vice President, EMEA from Salesforce said:

“Relocating can be an extremely complicated process. The Santa Fe Relocation app and portals – built on the Salesforce Platform - will help to simplify the process, delivering a more simplified and personalised experience for the company’s customers. With its secure, reliable cloud technology, the Salesforce Platform provides peace of mind users. As Santa Fe Relocation undertakes its digital transformation programme, we’re excited to be supporting them with placing the customer experience at the very centre of their business.”.

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About Santa Fe Relocation

Santa Fe Relocation is a global mobility company specialising in managing and delivering high-quality relocation services worldwide. Our core competence is relocation services that support corporations and their employees relocate and settle in a new country, assisting them with visas, immigration, home and school, language and cultural training, managing property rentals, delivering domestic and international moving of household goods. We provide these services to a consistent high standard, locally and globally through our own offices across 47 countries and six continents. Santa Fe Relocation is wholly owned by the Santa Fe Group, which is listed on NASDAQ in Copenhagen, Denmark. For more information, visit us at www.santaferelo.com

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