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**PRESS RELEASE  
FOR IMMEDIATE RELEASE**

## **CROWN RELOCATIONS LAUNCHES THE UNIQUE PHASE THREE OF MOVE MANAGEMENT PROGRAM**

**Los Angeles, April 23, 2012** - Crown Relocations, a worldwide leader of global mobility, domestic and international transportation of household goods, and departure and destination services has announced the launch of Phase Three of its Move Management program. The program was originally created in 2006 with the goals of ensuring consistent global service delivery and enhancing customer communication and, ultimately, the overall customer experience. The Move Management program involves a series of standardized procedures internally enforced to ensure a high level of customer contact throughout the move cycle and also consistent, high-level service delivery through the use of Crown Relocations' globally linked operational database.

The implementation of Phase One was launched in 2008-2009, with focus on consistent service delivery procedures. Last year, Phase Two was launched with focus on embedding the required steps into Crown's operational database. The innovative approach of using technology to help enhance customer service and, ultimately, their experience, has always been an important part of Crown's operational strategies. With strong belief in the concept of continuous improvement at the heart of Crown's operations, this third phase will consist of the release of additional customer-facing workflows. Each step is required to be completed in a particular timeframe and effectively tracked in the operational database. Phase Three will enforce strict measurements of crucial key performance indicators and their reporting as well as accountability.

Crown's Move Management procedures were developed from input of customers and staff members through years of industry experience and knowledge across Crown's network. The program represents a consolidation of Crown's best practices and true understanding of the customer's emotional roller coaster they are on throughout their relocation process. Each customer contact point in Crown's Move Management procedures showcases Crown's awareness, understanding and care of how stressful relocating can be. In supporting the customer needs, the program was formulated to provide a single point of contact to make certain that all customers know who to reach out to when they are looking to communicate with Crown at anytime. Numerous customer contact points demonstrate further commitment to being frequently available to answer any questions, address any concerns and understand their satisfaction level with the services provided.

With Phase Three being launched on April 28th, Crown is committed to being the best in the industry. The program displays Crown's use of its extensive global network, years of industry experience, innovative mind and ability to transfer knowledge and customer care into a successful implementation of real operational procedures to deliver the highest standard of service and an unparalleled customer experience.

Visit Crown on the Web at [www.crownrelo.com](http://www.crownrelo.com).

**Crown Relocations**

Crown Relocations ([www.crownrelo.com](http://www.crownrelo.com)) is a division of the Crown Worldwide Group. Crown Relocations operates from more than 200 locations in almost 60 countries, providing end-to-end relocation services. Crown Relocations provides a range of relocation and settling-in services for families on the move that help with housing and education, as well as the physical movement of household effects, online tracking tools, storage, transit protection and cultural support. Customers include employees of multi-national and government organizations, diplomats and private individuals. Crown Worldwide Group's ([www.crownworldwide.com](http://www.crownworldwide.com)) other divisions include Crown World Mobility, Crown Records Management, Crown Fine Art, Crown Logistics and Crown Wine Cellars. Established in 1965, the Crown Worldwide Group is a privately held company with global headquarters in Hong Kong.

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