Hubstaff

Why Simple Biz came back to Hubstaff after experimenting with a cheaper time tracking tool

RocketCare

SHOPIFY SELECT PARTNER

Industry
E-commerce / CRO Agency

Based in
Netherlands

Work model
Remote

Hubstaff users
since 2025

Key outcomes

- Reduced payroll processing time by ~50% by switching to Hubstaff

- Saved ~3–5 hours per week on time tracking and reconciliation

- Scaled from 2–3 people to an international team with confidence

- Gained full visibility into how time is spent across clients and projects

Background

RocketCare is a specialized e-commerce agency focused on conversion rate optimization (CRO) for Shopify brands in Europe. RocketCare focuses on testing, designing, developing, and analyzing experiments to improve conversion.

From the start, the company operated globally, hiring freelancers across Europe to balance cost and access to talent.

"We were focused globally from the start"

However, the operational trade-offs quickly became clear. To better understand the impact of returning to Hubstaff, we spoke with the Simple Biz team about how the switch affected their operations and growth.

Why Hubstaff?

RocketCare evaluated other tools but ultimately chose Hubstaff for its simplicity and ability to provide a single source of truth for time tracking.

"We were focused globally from the start"

Hubstaff gave the team a centralized place to track time across all team members, understand time allocation per client, and manage payments for freelancers. All without manual tracking and guesswork.

Scaling with visibility and control

As RocketCare grew from a small team to an international agency, Hubstaff became a foundational system for managing operations.

"It gave us a central place where we could see everything in terms of time."

Improved productivity through awareness

Simply tracking time created a noticeable shift in how the team worked.

"People know what they're working on... and that makes a lot of sense."

For both leadership and team members, Hubstaff provided clarity. Founders could see how their own time was spent, teams could stay focused on the right projects, and managers could identify inefficiencies or imbalances.

For example, if a developer spent significantly more time on a project than expected, it prompted investigation and improvement.

Saving hours every week on operations

Before Hubstaff, time tracking and payroll at RocketCare required manual calculation, verification, and reconciliation. With Hubstaff, time tracking became automatic, payroll was based on approved timesheets, and payments could be processed in minutes.

RocketCare estimates this resulted in:

- 3–5 hours saved per week across the team
- Payroll time reduced by ~50% per person

"Without Hubstaff, you're guessing... and you have to double check everything."

Simplified global payments

RocketCare uses Hubstaff with Wise to pay freelancers based on tracked hours.

The process is simple:
1. Review timesheets
2. Create payments
3. Send

"In total, it takes maybe 15 minutes."

This eliminates manual calculations and ensures that payments are accurate and tied directly to tracked work, creating confidence on both sides.

Final takeaway: Visibility drives better decisions

For RocketCare, the biggest value of Hubstaff isn't just tracking time, it's understanding it. By giving leadership a clear view of how work is distributed, Hubstaff enables smarter decisions, better resource allocation, and more confident growth.

"It gave us the operational visibility to scale... and as we grew, the platform scaled with us."

What's next for RocketCare?

RocketCare is continuing to grow rapidly, with plans to expand both revenue and team size.

Their goal is to become: "The best Shopify optimization agency in Europe."

As they scale, Hubstaff will remain a core part of how they manage distributed teams, maintain visibility, and operate efficiently across borders.

Hubstaff

Try it out for yourself

See how our all-in-one workforce management tool can help you manage time, productivity, payroll, and more.

✉ support@hubstaff.com

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