

How TalentPop scaled to 2k+ team members and improved workflow efficiency by up to 50% with Hubstaff



Industry
E-commerce

Based in
USA

Work model
Hybrid

Hubstaff users
since 2021

Key outcomes

- Scaled from ~100 team members to 2,000+ globally distributed employees
- Cut payroll processing from a full-day manual work (bi-monthly) to automated workflows
- Manages 700 client accounts with billable time tracking
- Improved operational efficiency by an estimated 30–50%

Background

TalentPop is an e-commerce services company supporting small and mid-sized businesses with a globally distributed workforce. While headquartered in California, most of its team operates remotely across 10–15 countries.

Over the past few years, the company has experienced rapid growth, scaling from a small team to more than 2,000 employees.

“We started with a small team and have grown to 2,000+ people. Hubstaff has been a big part of our growth.”

Hubstaff is used across nearly all remote roles, including managers, support teams, and operations, making it a central part of how TalentPop runs its day-to-day business.

The challenge: Scaling operations, payroll, and billing

Before adopting Hubstaff, TalentPop relied on Time Doctor and manual workflows to manage time tracking and payroll. This setup worked at a smaller scale but became increasingly difficult as the company grew.

“We used Time Doctor to document hours, then translated that into payments manually. Hubstaff brought everything into one system.”

Manual processes required the team to convert hours into payroll, manage payments across regions, and build reports for hundreds of clients. As the workforce expanded, this created inefficiencies, limited visibility, and increased the risk of errors in both payroll and client billing.

Why Hubstaff?

TalentPop implemented Hubstaff in April 2021 to bring time tracking, payroll, and reporting into a single platform.

“With Hubstaff, everything is integrated. It made payroll much easier for us.”

This shift eliminated the need for disconnected tools and manual processes. Instead, the team gained a centralized system that could scale with their growth and support a globally distributed workforce.

Managing 700 clients with accurate billing

As TalentPop grew, accurate client billing became critical. The company now tracks time across approximately 700 client accounts, using Hubstaff projects to capture billable hours.

This data is essential not only for revenue but also for maintaining trust with clients.

“Accurate tracking is essential for how we operate and how we bill our clients.”

Clients receive reports with invoices, giving them clear visibility into how time is spent and what they are being billed for.

From manual reporting to scalable efficiency

Reporting was once one of the most time-consuming processes in the business. Teams had to manually generate, organize, and distribute reports across hundreds of clients. Now, the process is supported by automation built on Hubstaff data.

The difference at the report level is significant. What once required heavy manual effort now takes just minutes per client. Without Hubstaff, the team estimates that reporting would become dramatically more time-intensive and difficult to manage.

Transforming payroll from manual to automated

Payroll was another major bottleneck before Hubstaff. Processing payments required manually working through pages of data and often extended beyond standard working hours.

“Before, payroll could take a full day, and sometimes we had to work late just to finish it.”

At the time, payroll runs for a large portion of the team could take a full day and had to be repeated twice per month.

Today, Hubstaff automates much of this process, integrating with payment platforms like [Wise](#) and [Payoneer](#). This ensures that employees are paid accurately based on tracked time while removing a significant administrative burden from the team.

Improving visibility and team management with capacity planning

TalentPop uses Hubstaff’s time and activity data to better understand how work is distributed across its workforce. Even without screenshots, managers can identify patterns in workload and performance.

“We use the data to see when team members are overworked and adjust workloads accordingly.”

This supports [capacity planning](#), allowing the company to balance workloads and ensure teams are operating efficiently.

Driving efficiency across the business

Hubstaff now plays a central role in nearly every operational workflow at TalentPop. From payroll and reporting to workforce planning and billing, the platform underpins how the company runs.

“If Hubstaff were gone, we’d lose 30-50% of our efficiency.”

What’s next for TalentPop?

As the company continues to expand into new areas like gig-based work and AI-driven services, Hubstaff remains central to how they manage their workforce, control costs, and maintain operational clarity.

“We see Hubstaff continuing to support us as we grow.”



Try it out for yourself

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