



**GP**  
Global Made Possible

# 20 Questions to Ask Before Choosing a **Global Employment Platform**

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# G-P: Global Made Possible

At G-P, it's our mission to break down barriers to global business, enabling opportunity for everyone, everywhere. We've backed our market-leading Global Employment Platform™ with our robust team of HR and legal experts to help find, hire, pay, and manage global teams, quickly and compliantly.



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## Introduction:

# What is a global employment platform?

A global employment platform is an integrated solution that enables you to hire and onboard your international team members quickly and easily. An employment platform offers another level of simplification to hiring remote global teams. This simplification comes from the union of the Employer of Record model, which allows you to hire global team members without the need to set up your own entity, and the technology of an employment platform, which makes this process even simpler.

G-P's SaaS-based technology puts international workforce management at your fingertips, so you can scale your remote team anywhere in the world.

Through our Global Employment Platform™, you can manage:

- Employment contracts
- Multinational payroll
- Country-appropriate benefits
- Expenses and paid time off (PTO)
- Global dashboards and reporting

All these tasks would normally require you to use up to 10 different platforms. However, our integrated solution simplifies every aspect of global hiring.

## Chapter 1:

# Long-term protection for your company

Rushing through the global employment platform selection process can have negative long-term repercussions for your company, including:

- **Intellectual property loss**

Imagine losing your greatest intellectual assets, all because you didn't ask if third-party providers can claim ownership of any projects you complete while working with them. This is a major risk for companies managing international teams across noncompliant platforms without appropriate contracts.

- **Data breaches**

Can you trust anybody with your data? The wrong employment platform may play fast and loose with your confidential information.

- **Hidden costs**

Are lower costs worth it? Some platforms act as a middleman, merely passing along information to third parties while billing you for full service or providing you with invoices full of hidden fees.

- **Liability**

An employment platform that doesn't take on 100 percent of the responsibility for compliance will have no reason to protect your company's name in global markets.

- **Costly market exit**

You can lose money on a global venture while paying fines and back taxes due to improper management or noncompliant team member registration.

## The DNA of a global employment platform

Now that you have chosen to look for a global employment platform, you must proceed carefully and put your prospective providers through their paces. Beware of letting those in the running tiptoe around your needs, rather than answering directed questions.

The global employment platform you choose will become more than a partner. It will become an extension of your company on the worldwide stage. The right platform can simplify your day-to-day processes – freeing up time for you to focus on building relationships with your global team members.

There are specific customer service-related questions you should ask – and consequences that may arise if you don't – before committing to a global employment platform.





## Ask the right questions

You want to make sure that every third party you work with has your best interest at heart. It can be hard to know what to ask a prospective employment platform in order to gauge this. To measure expertise and intentions, ask less general questions and focus more on detailed inquiries regarding specific aspects of their services.

The answers to these important questions will increase your company's chances of being successful in its global venture.

In the following chapters, we present the top 20 questions to ask before choosing a global employment platform, which focus on the vital information you need to identify and secure a reputable provider that will accelerate your company's growth while protecting your most valuable assets.

### Chapter 2:

## Assessing competence: questions 1-4

When it comes to employment platform providers, words can be deceiving. While you might choose a provider because they claim to have a presence in several countries, their international offer may be quite poor. Additionally, even if platform providers have a vast international presence, they don't always own the infrastructure and instead use various third-party companies in each country.

### 1. Do you conduct all business through your own entities and will you engage my team members through them or a third party?

Providers need to show that they have done due diligence on the licensing, data privacy, and employment law compliance of their own third parties, as well as any companies those third parties use. The more "moving parts" there are, the greater the chance of unforeseen risks.

Working with a global employment platform that manages their business via multiple third parties, rather than their own entities, increases the likelihood of inconsistent processes and uneven expertise from one local vendor to another. Juggling multiple vendors will also lead to a much larger workload for your company such as delayed payroll approval and additional expenses.

Providers that use third parties can cost your company more than just a headache. Third-party risk is a growing concern for companies, and may have serious consequences, including:

- **Increased incidents related to vendors:** Third parties cause more disruption and risks are not managed. Information security, privacy, and anti-fraud management are some examples of common vendor-related problems.
- **Regulators focusing on supplier risk:** Regulators constantly place increasing pressure on organizations to better manage their supply chain risk.
- **Pressures from economic volatility:** The current economic condition means tighter margins for suppliers and increased risk of supplier disruption.

[Deloitte](#)



## 2. In which countries do you provide compliant team member benefits?

Limited or no benefits restrict access to top talent. Noncompliant benefits leave employers liable to fines for not adhering to local taxes and increase the risk of losing top talent due to unmet expectations of their compensation packages.

You need an employment platform with comprehensive international coverage to avoid limitations to future growth. If your provider doesn't have a presence in the country you want to hire in, you'll have to deal with the headache of using multiple companies. Make sure your provider's options are in line with your present and future goals.

## 3. What services does your monthly fee cover?

This is one of the most important topics to drill into. Sales messaging often promotes pricing as a flat monthly fee. You want to make sure that you take a closer look at fees associated with legal, accounting, or other consultants, and even ensuing penalties from any noncompliant operations.

Examine the fine details to see what exactly is included. Ask about fees that are charged by third parties, and how HR and legal problems are billed.

The lower the monthly fee, the more important it is to inquire about additional costs, especially for features or services that may be considered standard. Ask about the legal costs for a contested termination, which can

start at a few thousand dollars. International labor laws are generally far more stringent with tough penalties, so ensure that you have the full list of standard and exceptional extra costs in all the key eventualities. An experienced provider should be able to present a reasonable estimate of each cost. Get confirmation that any item not listed as an exception will not be charged.

## [International Entity Setup or Employer of Record: What's Best for Your Company?](#)

## 4. Can you state your timelines for the following processes?

If you choose to work with a global hiring partner, one of the greatest advantages is a faster time to market – and you should reap the benefits of establishing a presence in new markets before competitors. That is why, before you commit to a provider, you must know exactly how long it will take for them to accomplish the following steps:

- New country addition
- New team member addition
- Employment contract generation
- Team member onboarding
- Team member offboarding

If a global employment platform takes too long to help you enter a new country or onboard new team members, it could end up costing you your entire venture. In addition, any delays can result in your company losing top talent, especially if you already have a candidate in place.

## Chapter 3: International expertise: questions 5-8

Is your global employment platform backed by country-specific HR and legal experts? If not, that provider may have little to offer when it comes to supporting your international growth.

### 5. Will each customer get an account manager?

It is critical to know how many people will be handling your account and how they will assist you, as well as their availability. An employment platform should have the in-house personnel strength to support your operations and answer your global team members' questions, within their time zone.

### 6. In which of my countries of interest do you have in-country legal and HR expertise and how many years of experience do they have?

Communicating with your new hires in their local language puts them at ease and helps to avoid misunderstandings, especially around contract issues, which can prove costly in the long run.

Having boots on the ground is essential for supporting your team members in their time zones and providing the local HR expertise to manage the most demanding employment challenges.

If the global employment platform provider offers only expertise from the country where the parent company is based, this means they likely rely on professionals who are payroll providers with limited legal knowledge or experience – particularly international legal expertise.

How does a provider know you're adhering to country-specific labor laws if their expertise is limited to one country or region? You want a provider with legal experts in the country you're operating in who are familiar with that country's labor laws and customs. Ask the provider to share publicly available LinkedIn profiles to confirm that each available expert has the experience to support your company during its global growth.

### 7. Who will handle urgent issues for our team members?

Your global team members are there to work toward your company goals and objectives – frustrations caused by



lack of support from your provider, delayed payments, or burdensome processes will adversely impact their motivation and commitment. Ensure your employment platform never hinders their work and HR tasks, but streamlines these processes and supports them.

### 8. What are the turnaround times for company requests, as well as individual team member inquiries?

Turnaround times are a common metric that providers use to demonstrate their capacity to resolve the inevitable complexities that your company will face. Slow response times from a global employment platform are key contributors to the frustrations of doing business internationally, and impact your bottom line.

You should directly request service-level agreements (SLAs). These agreements define the service standards and hold the provider accountable to these standards.



## Chapter 4: Customer service: questions 9-10

It would be difficult to find a bad company that has good customer service. In fact, service is a major indicator of the platform's overall quality. However, not all employment platform providers are transparent about how they gather data to measure their own customers' contentment.

### 9. How do you measure customer satisfaction?

A formal process for measuring satisfaction shows that the provider takes their obligations seriously. Asking about their processes will give you an idea of whether you should take their customer satisfaction rating seriously.

If the provider is only willing to share good reviews, this can indicate that they have something to hide.

### 10. Can you share your latest customer satisfaction ratings?

Earnest companies measure and publish their customer satisfaction ratings. Any hesitation on behalf of the employment platform provider should be an instant red flag. A good customer rating is an indication that the company doesn't just take your money and leave you to operate alone. Companies that value and invest in technical, personal, and HR support will deliver on their promises and offer good customer service wherever you and your employees are based.

Across the globe,

**90%**

of consumers say customer service is important for loyalty to a brand.

[Microsoft's 2020 State of Global Customer Service Report](#)

## Chapter 5:

# Financial stability: questions 11-12

Some providers may not have the stability needed to support your company for the long haul. Others might just be growing their platform with plans to sell it. Either way, it is vital that your employment platform can guarantee you support today and tomorrow. One way to predict future stability is time in market.

### 11. How long has your company been operating and what is your mission?

An extensive time in the market – a decade or more – indicates longevity and company stability. The less time a company has been around, the more likely it is that they lack the resources, experience, and expertise.

Why is a provider's mission important? There are many providers out there who see an opportunity to take advantage of unexperienced customers. With a weak infrastructure and third-party providers, their goal is to make money by keeping you in the dark about global growth.

The best providers will have a mission that goes beyond offering a global hiring service – they are the ones that can help your company grow, even if this means recommending that you open your own entity when it makes more economical sense

### Watch out for “blitzscaling.”

“[Blitzscaling](#)” is a term coined by venture capitalist and LinkedIn co-founder Reid Hoffman, and refers to when a company scales (either by want or need) extremely quickly.

The meaning is not inherently negative. However, when looking for a global partner, you'll want to be aware of their long-term business plans. What is their intent? Are they readying an asset for sale? Remember, you need the global employment platform's infrastructure to secure your business prospects in other countries and your global workforce's stability. Therefore, you need an employment platform provider that's in it for the long haul.

### 12. Do you have a current Dun & Bradstreet (D&B) report on your company?

A D&B report is the equivalent of a credit report for companies, and it is a good stability indicator.

This report can show useful financial metrics, such as:

- Company information and history
- Business registration information
- Government activity summaries
- Company operational data
- Industry data
- Three years of financial statements
- Public filings





## Chapter 6:

# Managing compliance: questions 13-17

Maybe you are among the many who prefer to leave intricate matters, such as compliance, to the experts. However, compliance in different countries is a delicate matter that requires in-depth knowledge and global experience. Not all global employment platforms take proper care when it comes to international compliance. Make sure that your employment platform is backed by HR, tax, and legal experts to ensure you adhere to local laws, rather than leaving it up to yourself or third parties.

### 13. How do you ensure employment contracts are compliant? To what extent can contracts be compromised?

Employment contracts are often the most significant causes of compliance issues, whether you are leveraging an employment platform or not. When going global, you need to take extra care. Working with a company that says it has a secure template is not enough; you need to know what happens when contract adjustments are required: How do they verify that the change does not nullify the contract? Who has reviewed that text, what qualifications does that reviewer have, and how transparent is the process?

Contract language that isn't written according to local law, even if it's about something as simple as variable pay, can cause termination costs to run into hundreds of thousands of dollars.

According to the Global Payroll Management Institute (GPMI), there are several payroll issues that can arise from noncompliant contracts:

- **Incorrect application of Collective Bargaining Agreements (CBAs):** CBAs are a vital element of payroll. They govern various aspects of employee terms and conditions, including working hours, overtime payments, and vacations. These agreements can be applied industry-wide within a country, or companies and employees can negotiate them on an individual basis. Employment agreements will inform which CBA should apply to each employee, and they will highlight the correct treatment where a CBA applies.
- **Inaccurate salary raises:** Some countries have statutory or trade-related regulations that govern salary increases for employees. A compliant employment contract will refer to these obligations. Following these regulations allows payroll to ensure that the annual salary raises for international employees are legally compliant.
- **Accrued leave:** If your global team members move on to a new company, you want to make sure that they have accrued their outstanding leave. This can be complex. Many countries have their own local employment rules for annual employee leave requirements, how long leave can be carried forward, and even how much leave can be accrued.

[GPMI](#)

#### 14. What protections do you have in place for intellectual property (IP)?

Global employment platform providers that rely on local third parties instead of their own entities require additional processes to transfer IP from team members to the employer. When done carelessly, this can result in complicated and risky situations. To avoid losing the knowledge that serves as the foundation of your company and brand, look for a provider with their own entities and an in-country legal team that is constantly monitoring local IP law.

Global compliance is a labyrinth that can be intimidating for many companies. Being prepared could make all the difference when trying to succeed globally.

#### [Why Is Intellectual Property Protection Important When Hiring Globally?](#)

#### 15. Can you prove that your practices comply with country-specific laws around the world?

Some standards are nonnegotiable for companies doing business internationally. A global employment platform provider that volunteers this information, along with a documented process, indicates its commitment to running a compliant company.

The size of the legal team and whether they have a presence in the country you're operating in also gives a strong indication of an employment platform provider's capacity to resolve problems on behalf of its customers.

According to a global study, the total projected international cost of financial crime compliance was USD 213.9 billion in 2020, an 18 percent increase from 2019.

Lexis Nexis, [The Impact of Covid-19 on Financial Crime Compliance Costs](#)

#### 16. Do you have an example of your General Data Protection Regulation (GDPR) compliance?

Even if you do not intend to operate in the European Union, knowing an employment platform is GDPR-compliant demonstrates a commitment to global standards. You can also ask for specific proof of compliance in the countries you wish to operate in. World-class global employment platforms will transparently share this information with you.



With what GDPR defines as a 'severe' violation, the total fines could amount to **20 million euros** or **2% of your company's entire global turnover** of the preceding fiscal year, whichever is higher. This is no trivial amount when thinking of multinational, global companies, with a global turnover in the millions or even billions.



[Spin](#)

#### 17. How do you commit to ensuring confidentiality and security?

We all read about the scandals, lawsuits, and personnel risks that companies are exposed to during data leaks. Your employee data is valuable, as well as your customer's data, so security and privacy are essential when managing your global teams. See that your global employment platform provider is prepared to back up their claims with a complete security report that gives your tech team peace of mind.

Data compliance should be a company's top priority. When dealing with sensitive data, it is crucial to ensure the privacy and security of the information, particularly when data is transferred internationally.

Data protection is even more relevant for remote workforces. Providers should focus on preventing security breaches in a remote setting and defining privacy and security policies that cover software, hardware, information, and access control.

#### [7 Compliance Challenges Companies Face When Growing Globally](#)

## Chapter 7:

# Contracts: questions 18-19

Ask providers to clarify legal jargon in their contract to avoid any potential confusion. Most importantly, if you sign a contract, there should only be two parties involved: you and the employment platform provider. As outlined in chapter two, a web of third parties is much riskier for business than holding a single company liable for their promises.

### 18. Do I sign a contract with you, third-party providers, or both?

Accountability can become muddled between an employment platform that uses third parties. If at any point a problem arises, the responsibility could lie with the platform, or another vendor that may not be as invested in solving the issue.

The quality of SLAs is also compromised because every aspect is carried out by different companies with a different approach.

### Scalability

Scalability is the ability to expand your company and increase revenue without investing a lot of time or resources, or interrupting your daily operations.

Integrating scalability into your international growth business structure involves establishing measurable goals, a recognizable and reputable brand, automation and outsourcing, and efficient human resources (HR) management across multiple markets.

**A global employment platform that uses third parties won't be able to guarantee the agility that you will need to grow your company.**

Why?

Because without a streamlined infrastructure, you may face constant problems and distractions. You want a partner that has a solid foundation, so you can focus on growing your company.

### 19. What contractual responsibility do you have in the case of any legal matters related to employment, and what is the cost for my company?

Watch out for any agreements that don't hold the employment platform provider accountable, for they tend to pass some or all of the costs and responsibility onto the customer. Be wary that this risk might remain your company's responsibility during global hiring. In the case of a messy termination, an international carveout, or other transactions, your global employment platform should be on your side. A premier quality partner will take responsibility helping you overcome this obstacle.



## Chapter 8:

# The difference: question 20

What makes the provider different? Identifying how they consider themselves unique from their competition will help make the selection process easier.

### 20. What sets you apart from other providers?

What makes the provider different from their competition? Take this opportunity to see how eloquently your employment platform candidates can describe their strengths, understand what's most important to the team behind the platform, and to what extent they can adapt to your needs.

See how each provider identifies their key strengths and cross-reference these statements with the facts outlined in their request for proposal (RFP) response.



## Chapter 8:

# What sets G-P apart from other providers?

G-P is at the forefront of the global employment platform industry. We've designed our market-leading SaaS-based Global Employment Platform™ to allow you to hire anyone, anywhere in days instead of months. At G-P, we act as your global growth partner, helping you find, hire, pay, and manage your international teams in 187 countries without the hassle of setting up global branch offices or subsidiaries. We've backed our platform with our robust team of HR, legal, and financial experts to support you through each step of your growth journey. In addition to our in-country experts, our platform provides:

- Fully compliant contract generation
- Payroll and benefits management
- Expenses and PTO tracking
- Dashboards and reporting
- One single solution for all of your hiring needs with platform extensions:

- G-P Contractor: Hire contractors in 187 countries for short-term projects.
- G-P Recruit: Our team of vetted recruitment specialists help you find your ideal talent based on your unique hiring requirements.

We believe that you and your company should have access to the best partners. Therefore, we encourage you to question us and our competitors because we are confident that our technology and expertise is unmatched.

We hope that you will reach out to us with inquiries as well – we know that we can provide you with straightforward answers to these questions and any other concerns you might have. [Click here](#) to request more information and our answers to these top 20 questions and many others that we think all global employment platform providers should answer.

When your company sees an opportunity, there is no longer a need to wait to take it. At G-P, we make it fast and easy to hire international team members, so you can take advantage of new opportunities as they appear.



## About Us

G-P helps you unlock the possibilities of the everywhere workforce by bringing boundless talent to your fingertips. We're committed to enabling growth beyond borders through a connected and supportive experience. Our #1 SaaS-based platform is paired with our world-class team of HR, legal, and tax experts to guide your growth, anywhere in the world.

**G-P. Global Made Possible.**

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