

The Global Hiring Playbook

How to build a loyal, high-performing back-office team — for half the cost.

What if the hardest role to fill isn't the one in the field — it's the one behind the desk?

8,000+

jobs staffed
globally

63

countries,
6 continents

9%

applicant
acceptance rate

1/2

the cost of a
domestic hire

INSIDE THIS PLAYBOOK

- The 5-stage vetting process that actually predicts performance
- Why entry-level turnover is your biggest hidden cost
- The 4 pay & compliance platforms — compared honestly
- How to onboard a remote team member in week one
- The cultural playbook nobody talks about

Note From the Author

Having staffed over 8,000 international jobs for hundreds of customers, I spend a lot of my time talking with home service operators. Roofing, pest control, carpet cleaning, HVAC. These are people running exceptional businesses, but keep running into the same hiring problems: chronic turnover, no-shows, and last second hustles to ramp up for busy season. They've tried job boards, staffing agencies, signing bonuses.

Most of them haven't tried hiring overseas. And when I ask why, the answer is almost always the same: they are skeptical because they've never done it before.

That's why I made this playbook; to tell you everything you need to know to successfully hire internationally. It's not a pitch. Just everything I'd tell a home service operator over a two-hour lunch — the how, the what, the why it works, and honest answers to the questions people are usually afraid to ask out loud.

Let's get into it.



Eric Engebretsen

CEO & Co-Founder, Hire Bloom

[linkedin.com/in/eric-enge](https://www.linkedin.com/in/eric-enge)

CEO and Co-Founder of Hire Bloom, the global staff augmentation firm he built with John Pearce after they both spent time in South America and saw firsthand the gap between international talent and US opportunity. Eric has since helped hundreds of US companies build high-retention, globally distributed teams — staffing over 8,000 jobs with team members from around the world.

What Global Hiring Actually Is (And What It Isn't)

When most people hear "global hiring," they picture a call center overseas with scripted agents, a freelance marketplace, or an outsourcing arrangement where you hand off a department and lose control. None of those are what this playbook is about.

We are talking about a dedicated, full-time team member working exclusively for your company, managed directly by you, who happens to be located outside the US. The "global" part describes where they live. Not how engaged they are, how capable they are, or how much they care.

According to ManpowerGroup's 2024 Global Talent Shortage survey of 39,000+ employers, 69% of US employers report difficulty finding the talent they need.¹ This is especially true in entry level roles. When a team member earns two or three times what their previous role paid — common in global hiring — they are more motivated to stay.

The Three Models — And How They're Different

Traditional BPOs give you a seat in a call center managed by someone else. Freelance platforms are great for project-based tasks. Staff augmentation (what we'll focus on) is when you hire an international remote team member for half the cost.

	Traditional BPO	Freelance Platform	Staff Augmentation
Management	BPO controls the agent	Project by project	You manage directly
English Quality	Inconsistent	Variable	Picked by you like any direct hire
Retention	High turnover	High churn	Far above industry average
Best For	Scripted, high-volume	One-off projects	Integrated, long-term team

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How we fit into this picture

Hire Bloom operates the staff augmentation model — dedicated, full-time team members who work exclusively for your company, managed directly by you.

63

countries, 6 continents
LATAM, Africa, APAC

9%

applicant acceptance
Only top candidates make our bench

Is It Right for Your Business — And Where Do You Start?

Global hiring isn't right for every role — but for most home service entry-level roles, it's a better fit than domestic hiring. Apply three filters:

01

Can this role be done remotely?

No physical presence required

02

Does it involve structured communication?

Process-driven, repeatable tasks

03

Is it entry-level with a direct manager?

Oversight and growth path in place

If yes to all three, it's almost certainly a fit.

Many of these entry-level roles are being outsourced to AI. For some of them, AI does really well. But those that require human interaction or judgement are better suited for actual team members.

A Quick Self-Assessment

Finding people locally that want to work entry-level jobs is becoming increasingly more difficult. The U.S. Chamber of Commerce reports construction alone had over 456,000 unfilled jobs as of early 2024.² The question most operators haven't asked: which of my open roles actually require someone to be local?

- Where is your team losing the most hours to administrative chaos — scheduling, billing disputes, missed calls?
- Where have you had the most turnover in the last two years, and what has that actually cost in training time and customer experience?
- Which back-office role, if it ran perfectly, would have the biggest downstream impact on field operations?

The Roles That Work Best

Customer Service Reps

Inbound calls, complaint resolution, satisfaction follow-ups

High-structure & communication-heavy

Dispatchers & Schedulers

Route coordination, appointment scheduling, technician comms

Runs entirely through software & phone

Billing & Collections

Payment follow-ups, disputes, invoice management

Patience + precision = exceptional fit

Admin Support

Reports, email campaigns, database hygiene, social scheduling

High-leverage — multiplies owner hours

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What this looks like with real home service companies

Zerorez (Carpet Cleaning) — 18 Hire Bloom team members across 7 countries handling outbound calls, routing, dispatch, and accounting. **\$470,400** in annual savings vs. US agents.

Remi (Roofing) — 33 Hire Bloom team members running QA, quoting, permitting, and compliance. **\$660,000** in annual wage cost savings. **450+** recruiting hours eliminated.

White Knight (Pest Control) — 13 bilingual team members across billing, routing, and retention. **\$234,000** in annual savings — a 40% reduction in total labor cost.

What to Look for When Hiring Globally

Most hiring goes wrong at the vetting stage. If a hiring partner lets anyone apply and sends you a shortlist to sort through, you've inherited a recruiting problem with extra steps. Ask them about their vetting process.

The Four Things That Actually Predict Performance

01

English Fluency Under Pressure

Test this live. Can they communicate clearly when a call moves fast and a customer is frustrated?

02

Tech Setup

50 Mbps+ internet, dedicated laptop, second monitor, quiet space, backup power. Verify on camera.

03

Cultural Alignment

A technically capable hire who doesn't fit your team's communication style will be gone in six months.

04

Career Motivation

A global hire who sees this role as life-changing for their family is a fundamentally different employee.

Questions to Ask Any Global Hiring Partner

- What percentage of applicants do you accept? A high rate is a red flag.
- What does your live interview process look like, and who conducts it?
- What happens if the hire doesn't work out? What's your replacement process?
- Can I speak with a current client in a similar industry?

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How Hire Bloom vets candidates

We accept 9% of applicants. A majority are graduates of US universities like BYU-Pathway Worldwide. Every candidate we present has cleared five stages of vetting.

STAGE 1
Application
Screening

STAGE 2
Loom
Video

STAGE 3
15-Min
Interview

STAGE 4
30-Min
Deep Dive

STAGE 5
Senior
Review

Conducting Effective Interviews

Interviewing global team members is almost identical to interviewing any other remote candidate with one major difference: English competency. Your interview is the perfect time for you to see how good their English-speaking abilities are in real time. Here are some other tips to make your interviews effective.

Write a Tight Role Brief

Answer four questions clearly:

- **What does this person do on a typical day?** Be specific — "handles inbound calls about billing and scheduling" beats "supports the customer experience team."
- **What systems do you use?** ServiceTitan, Jobber, HubSpot, QuickBooks
- **What's your schedule overlap expectation?** 8–5 Mountain? Core hours 9–1 EST? Get specific.
- **What does great look like at 90 days?** Articulate success and a good partner screens toward it.

What to Focus on in the Interview

Applications can only help you vet so far. Use this interview as a chance to truly test the following:

- **Test communication under light pressure** — ask them to walk through handling a frustrated billing call. You're watching how they think and pace, not whether they get it "right."
- **Ask them to show you their workspace on camera.** See the headset, the setup, whether this person has built a professional environment.
- **Trust your gut on personality fit.** You're going to work with this person every day.

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Hire Bloom's hiring timeline

2.7

days

Average time from job request to interviews scheduled

SHRM puts the average US time-to-fill at 44 days.³ That's 44 days of missed calls, overloaded teammates, and revenue slipping through the cracks. Hire Bloom will find you candidates (already pre-screened for the criteria from the previous chapter) to interview in just a few days without any commitments or long-term contracts.

Onboarding Your Global Team Member (Days 1–30)

The biggest onboarding mistake is treating a global hire differently from any other team member. But the reality is that they need the same things to be successful that any new hire needs.

82%

higher new hire retention

Organizations with a strong onboarding process improve new hire retention by 82%, according to the Brandon Hall Group.⁴

Despite how much is at stake, Gallup found that only 1 in 8 employees strongly agree that their company provided an excellent onboarding experience.⁵ Most new hires — global or domestic — are being underserved in their first weeks. That's a solvable problem, and fixing it pays immediate dividends in retention.

WEEK ONE

Connection Before Competence

Meet the team
Understand the culture
Learn the 'why'



DAYS 8–30

Systems & Reps

Shadow calls
System walkthroughs
Escalation protocols



DAYS 31–90+

Integration & Growth

30-day check-in
Performance visibility
Team belonging

Week One: Connection Before Competence

Before your new hire handles a single call, they need to get to know your company. They don't need to just learn their task, but they need to get to know their fellow team members and understand who they need to go to for different requests. They need to understand the company mission and culture. Onboard them like you would any other team member.

Days 8–30: Systems and Reps

Once the relationship foundation is set, move to competency. Your 30-day check-in should answer three questions — do they know the systems, are they integrating with the team, and are they showing the initiative you hoped to see? If there are gaps, name them directly. Global team members respond exceptionally well to direct feedback.

Long-Term Success

(Days 31–90 and Beyond)

According to Gallup, replacing an employee can cost anywhere from one-half to two times that employee's annual salary. That's not made up. But it makes sense once you factor in lost productivity, training time, and the strain on the remaining team.⁶ For a CSR earning \$40,000 a year, that's \$20,000 to \$80,000 per departure. Most home service operators are absorbing this cost multiple times a year without ever calculating it.

A global team member often doubles or triples what they were earning before. There is no better option across town. They are motivated to stay. However, despite this, the more you can do to help them be successful, the more their retention rate will increase.

"Human beings have an innate inner drive to be autonomous, self-determined, and connected to one another. And when that drive is liberated, people achieve more and live richer lives."

— Daniel Pink, *Drive* (2009) ⁷

What We've Learned Works Well For Managing Global Team Members

- **Weekly 15-minute check-in, same time every week.** Relationship maintenance as much as task management.
- **Specific, timely feedback** on what they did well and why it mattered. Global team members are invested — they want to know they're on the right track.
- **Include them in all-hands updates, wins, losses.** The operators with the strongest retention treat global teams like team members — because they are.
- **Equip them with the tools and processes they need to do their job well.** The more structure when they are first starting, the better.

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Hire Bloom retention by the numbers

86%

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First-year retention

~35%

Industry Avg
Domestic CSR

Balance of Nature has partnered with Hire Bloom since November 2021. Today, Hire Bloom team members make up the majority of their team leads and operational managers — promoted from within over four years of nearly 90% retention.

How to Pay Your Global Team

(And Which Tools Actually Work)

If you aren't using a staffing partner, international payments can be difficult to deal with — currency conversion, varying tax obligations, compliance requirements that differ by country. There are lots of great softwares that solve this problem. Here's what you need to know before picking one.

Contractor vs. Employee — Pick Your Structure First

Before choosing a platform, decide if you want to hire your global team members as contractors or employees. Here is a breakdown of each:

Contractor Payment
Best for most home service operators

- Pay an invoice — no payroll setup
- Contractor manages their own local taxes
- Simpler compliance, lower monthly cost
- Start here unless EOR is required

Employer of Record (EOR)
For senior hires or stricter countries

- Formal employment in their home country
- Local benefits & labor law compliance included
- Higher cost — typically \$599+/month

The Four Platforms Worth Knowing

PLATFORM	BEST FOR	CONTRACTOR	EOR	COUNTRIES	STARTING PRICE	TIMELINE
Deel	Companies needing fast, simple, global hiring and EOR. "Self-serve" model	✓	✓	150+	\$49/mo per contractor \$599/mo EOR	10 days – 1 month
ADP Global Payroll	Large enterprises requiring stable, legacy-backed global compliance at scale.	✓	✓	140+	Custom pricing	4 – 6 months
Rippling	Companies already on Rippling for domestic HR & payroll	✓	✓	185+	Custom pricing (requires Rippling base plan)	1 – 3 months
Papaya Global	Finance teams consolidating data into one dashboard.	✓	✓	160+	\$30/mo per contractor EOR pricing on request	1 – 3 months

Common Objections

(Answered Honestly)

These come up in every conversation about global hiring. Here are the honest answers.

"Will my customers notice an accent?"

Sometimes, yes — which is why this guide emphasizes screening for English fluency under live conversational pressure. If your team members speak well enough for you to understand, your customers will too.

"What if the internet goes down?"

Power outages are common in many countries. Many candidates have backup power sources because of this. Ask candidates about their backup power, or make sure it's part of your staffing partner's vetting process.

"Will a remote team member actually be productive?"

A 2024 U.S. Bureau of Labor Statistics analysis found a positive correlation between remote work and productivity across 61 industries.⁸ Structured well, remote work isn't a productivity risk — it's often the opposite.

"Won't AI just replace these roles anyway?"

AI is handling more templated work. But roles that require human judgement — the upset collections call, the dispatch decision, the CSR who de-escalates — are still best performed by people. AI often makes a good global team member more productive; use it as a force multiplier.

"What if it doesn't work out?"

You run the same risk domestically. Using this guide helps you find the best candidate. If working with a partner, choose one without long-term contracts and a clear replacement process.

"My team won't accept it."

Let the results do the talking. When your domestic team sees your global team members perform — the skepticism dissolves fast.

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How Hire Bloom clients answer these questions

"Pure reliability."

— **Banner Pest**, after onboarding 5 HB hires across billing, support, and admin.

Check City runs high-turnover evening/weekend collections shifts with HB agents.

75%
Hire Bloom retention

45–50%
Local in-office

CONCLUSION

The Compounding Advantage

Global hiring isn't just a cost savings strategy. It's a structural shift that compounds. Lower turnover means less retraining. Less retraining means more consistent customer experience. Better experience means better reviews. Better reviews mean more inbound leads. More leads mean more revenue to reinvest.

If global hiring is right for your business, the best time to start is now.

About Hire Bloom

Hire Bloom is a global staff augmentation company that makes it really easy for US-based businesses to source and hire US-educated international talent. We operate across 63 countries on 6 continents, with talent primarily sourced from Latin America, Africa, and Asia-Pacific.

Our vetting process accepts 9% of applicants. Our average time from job request to first interview is 2.7 days. And because Hire Bloom team members on average triple their income, their first-year retention rate is 86%.

If you're ready to talk about building your home service team through international hires, we'd love the conversation.

[Schedule a call →](#)

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