



HUSKY | JUNGLEWORKS

Why enterprises need to build their own gig platform to hire gig workers: The complete E-Guide





Index

Gig Platform: An Introduction

1.1 What is a gig economy?

1.2 Types of gig workers

Challenges with current freelance marketplace platforms

2.1 Not choosing the right professional

2.2 High charges and additional costs

2.3 Prevalence of fraud sellers

2.4 Commission charges

2.5 Fake reviews about sellers

2.6 Too many options to choose from

2.7 Poor insight on past performance

2.8 Poor integration into existing teams

2.9 Communication gap

Why should an organization invest in building its own gig platform right now?

3.1 Cost-efficiency

3.2 Faster turnaround times

3.3 Higher quality and relevant deliverables

3.4 Easy communication

3.5 Easier to find the right talent

3.6 Helps full-time employees attend to other tasks

Upcoming trends to watch out for in the gig economy

4.1 Stigma surrounding gig employment will attenuate

4.2 Gig platforms will be highly popular

4.3 Gig economy will be all-inclusive

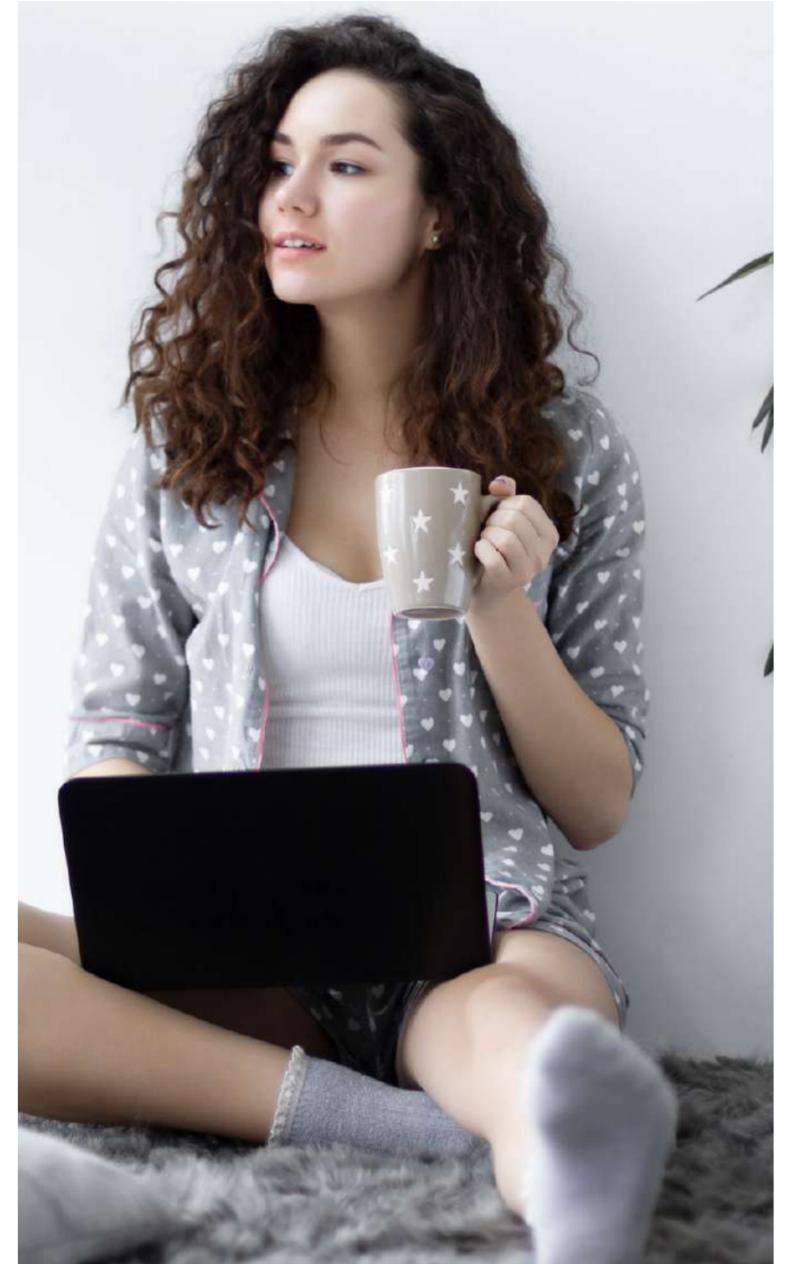
Build your own gig marketplace with Husky

Conclusion



Gig Platform: An Introduction

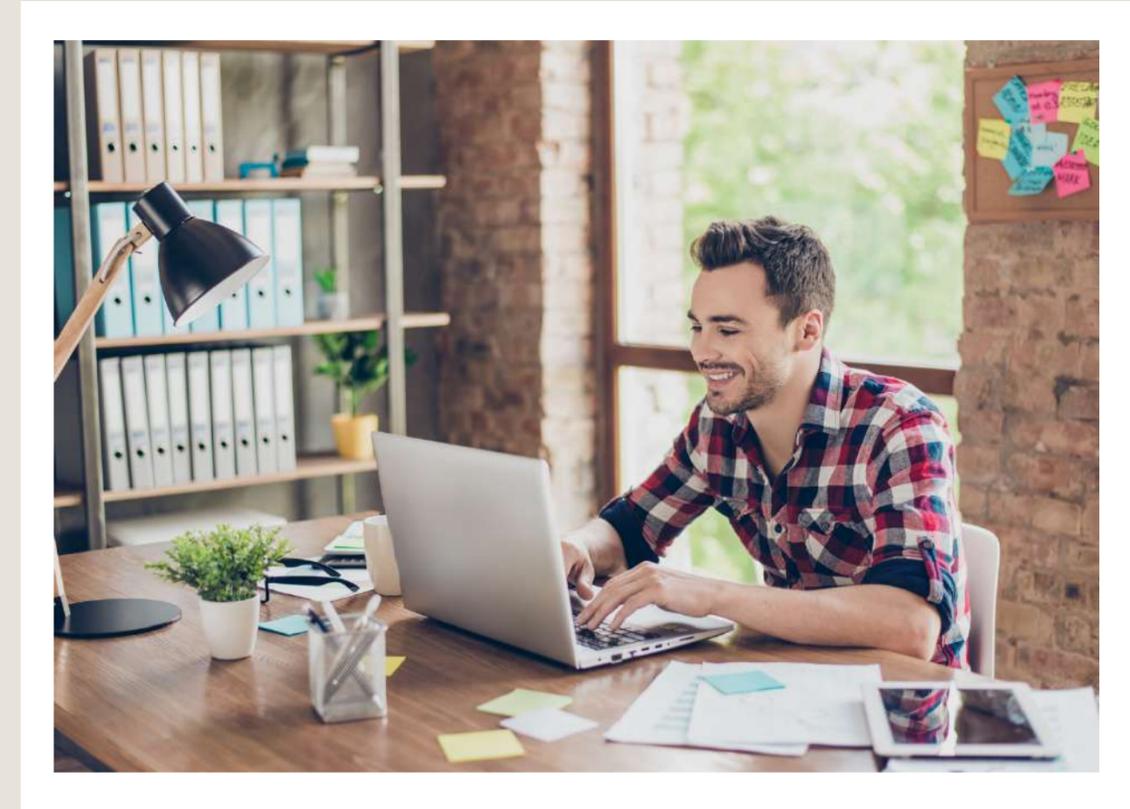
Changing eras bring about new buzzwords in the market. The "Gig Economy" is no stranger to the trend. The dynamic wave of the modern working population has transcended beyond the conventional hiring trends. As we veer towards an economy that also prioritizes the time and flexibility of the new workforce, the value they bring reigns supreme. Not only does the gig economy benefit the workers, but it also helps employers save costs and amplify their businesses at greater speeds.





So, what is a gig economy after all?

A gig economy facilitates an open market of job opportunities and short-term work assignments offered by companies to contractors and freelancers who render their services if or when required. The on-demand gig economy comes with increased productivity and efficiency for companies that conventional full-time employment lacked. With technology spearheading the breakdown of traditional ways of working, the freelance economy has thrived in the last couple of years. Moreover, the gig economy lets workers work from just anywhere. A [Statista report](#) shows that about 85.6 million people in the United States will be a part of the gig economy by 2027! Needless to say, remote working has become more normalized than it was before. With companies saving on rental and other on-site costs, the demand for professional freelancers has undoubtedly soared.



Gig platforms like Upwork and Fiverr are not new to the game. While people work their daily 9-to-5s, freelance work has become a way of fringe earning on the side. On the other hand, some choose to work solely as freelancers. Such on-demand talent platforms or gig marketplaces offer a collaborative space to freelancers/contractual workers and employers on the same plane.



Types of gig workers

The gig economy is a vast sphere of professionals offering a wide scope of services across multiple domains. McKinsey divides independent workers into four different segments:

- Free agents
- Casual earners
- Reluctants
- Financially strapped



Working with different freelancers can be complicated. Therefore, enterprises need to set their expectations and communicate relevant information clearly. Freelancers in today's world expect sufficient room for flexibility and ownership of the work. The expectation can work out in favor on both ends, with employers working with a bit of caution.

CHALLENGES WITH CURRENT FREELANCE MARKETPLACE PLATFORMS

While freelance marketplaces have become the hotspots for gig workers to find side hustles, they come with their fair share of challenges. With less governance and control over the work, employers usually face conflicts with current freelance marketplaces. Let's see how.





Challenges

01

Not choosing the right professional

Freelancing is contingent-based work. Therefore, enterprises must find a professional who can deliver high-quality results within a deadline. For the end product to match with output expectations, a company needs to hire a qualified freelancer with a strong work ethic. Current marketplaces offer a myriad of options to choose from, which may lead the hiring process to run astray.

02

High charges and additional costs

Finding professional freelancers in a talent marketplace can be hefty. Hiring gig workers the conventional way may require you to pay a premium. Moreover, the seller's quoted price may not correspond with the quality or the effort needed to complete the assignment. Having a personalized talent marketplace can help enterprises bypass the added costs and hire freelancers through a more standardized process.

03

Prevalence of fraud sellers

Some gig platforms in the market practice less control over their listings and service renderers profiles. This, in turn, makes room for possible fraudulent activity. Not every seller listed on freelance marketplaces offers genuine services, which can often result in employers getting scammed. For example, a service seller may demand payment through unusual routes or may commit identity theft. Staying clear of these rampant malevolent practices can be tough if you're using a freelance marketplace.



Challenges

04

Commission charges

Freelance marketplaces are an attractive avenue to look for talent due to their cost-efficiency. However, most freelance platforms charge commissions that can eat into the costs you're saving by hiring a freelance professional. This can make it impractical for companies to outsource work to freelancers and would rather have someone on payroll to do it since the commission charges often offset the savings that companies would otherwise enjoy.

05

Poor integration into existing teams

One of the major issues with freelance marketplaces today is the inability of remote workers to collaborate and integrate with existing teams working on a project. This leads to discord and a lack of coordination between people or teams working on the project and thereby reduces efficiency drastically. However, freelancers on your platform can help your teams integrate better with remote workers due to familiarity with processes and other company-specific ways of doing things.

06

Communication gap

Freelancers offering their services on generic marketplaces often face a communication gap with the client. The freelance professional will not be able to do their best if the platform doesn't allow them to communicate with the client easily. This communication barrier can make it difficult for your work to be done as you intended it.



Challenges

07

Poor insight on past performance

Platforms that offer freelance services often lack a system that lets you gauge the performance of freelancers. Ratings and reviews posted by other customers can be misleading and irrelevant to your organization's requirements. A talent marketplace custom-built for your company can help management take stock of how efficiently the freelancers can contribute to the company. Freelancers onboarded on your site will not only have the right skill set that you require but also be more familiar with the working of your company. This allows them to be better acquainted with the kind of results you expect and work towards delivering that. Better compliance with requirements and specific data points tailored to your needs will help you understand and gauge performance.

08

Fake reviews about the sellers

A lot of freelance marketplaces are fiercely competitive due to the large number of professionals offering their services on the platform. Most platforms reward professionals with higher ratings and reviews by giving them more visibility and thereby more work. This could push a significant number of these professionals to fake reviews and inflate their ratings to seem attractive to potential customers. Companies who hire such freelancers are often left feeling disappointed with the quality of work delivered despite ratings and reviews seeming promising. It's hard and might be impossible to tell fake reviews and ratings apart from legitimate ones. An internal marketplace for your company will give you control over the ratings and reviews, which can help you make pick the right professional for the job.

09

Too many options to choose from

Most freelance marketplaces today are brimming with people looking for work, however, that's a poor indicator of the quality of work delivered. People might bid on projects even though they might not have a background in them, or have the adequate skills to perform the tasks. This can leave customers confused with far too many offers to pick from and most of these offers aren't worth the price. An internal talent marketplace can give your company control over vetting professionals to make sure they have the right skill profile for the services you require. Further, this can help you pick the best offers from verified, skilled professionals, saving you time and money without compromising on the quality of work.



Why should an organization invest in building its own gig platform now?

There are several ways an organization can benefit from building its own gig platform. For starters, an organization can always stay up to speed with the availability of on-demand human resources. Companies are better informed about the schedules of workers and can manage their workload better without having to rely on an unverified freelancer on a generic marketplace.

SOME OTHER BENEFITS OF BUILDING YOUR OWN TALENT MARKETPLACE ARE:





Cost-efficiency

Building an internal talent marketplace can save on costs in several ways such as eliminating commission charges and processing fees that can be very high and prevent your business from scaling with remote work. This makes it easy to work within the budget allocated to each project. You can accept bids for projects or use a fixed-price model based on what works best for your business.



Faster turnaround times

Generic freelance marketplaces often aren't very flexible with their deadlines and require you to conform to their expected timelines which are often inconsistent. Custom gig platforms solve this problem by allowing you full control over turnaround times which ensures your timelines are never disrupted. The ability to set custom deadlines according to your requirements makes it great for businesses that require work to be delivered as quickly as possible.





Higher quality and relevant deliverables

Investing in an internal freelance marketplace means you're the captain of the ship and have control over how deliverables turn out. You're in charge of the quality check and vetting process, which means you can ensure all your work is exactly how you want it. On-site teams can collaborate and work alongside freelance professionals easily. This is especially great for large projects that involve multiple teams and require talent with different skill sets to work together.

Easy communication

You can choose how you want to communicate with the freelance professionals you hire. This allows you to explain the specifics of how you want the work done and the freelancer to ask you any questions he may have about the project. The ease of communication helps freelance professionals understand your requirements better and work accordingly.





Easier to find the right talent

You can choose the parameters of scrutiny for applicants who apply to your marketplace. This vetting process allows you to onboard only the best talent who have the skills you're looking for. When you're looking for talent, you can be sure you're picking from the best of the best. Finding the right talent easily can save your business a lot of time and money in the long run. You're also always aware of how many remote workers are available to take up work at any given time, you can also configure which remote workers you'd like to make the project available to.



Helps full-time employees attend to other tasks

Many companies are adopting human resource management strategies that prioritize aptitude for certain tasks. Outsourcing general and on-demand tasks to a remote workforce allows your full-time staff to achieve more by focusing on what they're best at. This helps your business be more efficient and achieve more, faster.





Upcoming trends to watch out for in the gig economy

Technology has pushed the world to go online. Many professionals all over the world prefer to choose the freedom and autonomy contingent work assignments bring to the table. As we progress into 2021 after a year of battling a pandemic, the transformation in the global workspace has been phenomenal. The employment statistics have swiveled with the gig economy witnessing changing patterns and trends in the market. Let's take a look at how the gig workforce will be affected in the coming years.



01



STIGMA SURROUNDING GIG EMPLOYMENT WILL ATTENUATE

People with steady full-time employment are usually commended more than gig workers. However, with changing times, this stigma and prejudice will eventually slip away. The notion of gig work always being the second choice of employment doesn't hold anymore. To put a number against it, 61% of freelancers view freelancing as a choice rather than a necessity.

02



GIG PLATFORMS WILL BE HIGHLY POPULAR

As the freelance workforce continues to grow, the need for a stabilized and collaborative space will become the need of the hour. As gig workers will search for an integrated solution to find work with ease, employers will want to get in touch with qualified professionals without speed bumps.

03



THE GIG ECONOMY WILL BE ALL-INCLUSIVE

The gig economy is welcoming of people with various capacities. Instead of expecting people to work during business hours, the gig economy offers a larger space for anyone to unleash their skills and capabilities. Freelancers also enjoy flexible opportunities for cross-functional displacement. With the right skill and/or passion, anyone can leverage the booming gig economy.



Build your gig marketplace with Husky!

Creating a gig marketplace from the scratch may sound like a task that needs extensive and unhindered investment, but not with Husky!

Jungleworks' talent marketplace builder Husky comes power-packed with plug-and-play features at your disposal. Husky is a sturdy end-to-end SaaS solution that can get you started with your freelance marketplace within minutes! However, if you wish to design your marketplace with added features, you can go with our Headless solution.



Your admin dashboard

Oversee every function of your marketplace from one single dashboard. Manage payments, commissions, seller activity, project categorization, and more!

01.



02.

HIGH-OCTANE APPS AND WEBSITES

Design dynamic apps and websites for your freelancers and seamlessly connect with them on Husky. Avail features like custom project search, payments, and more! With integrated live chat support, manage disputes and discuss projects with no hiccups!

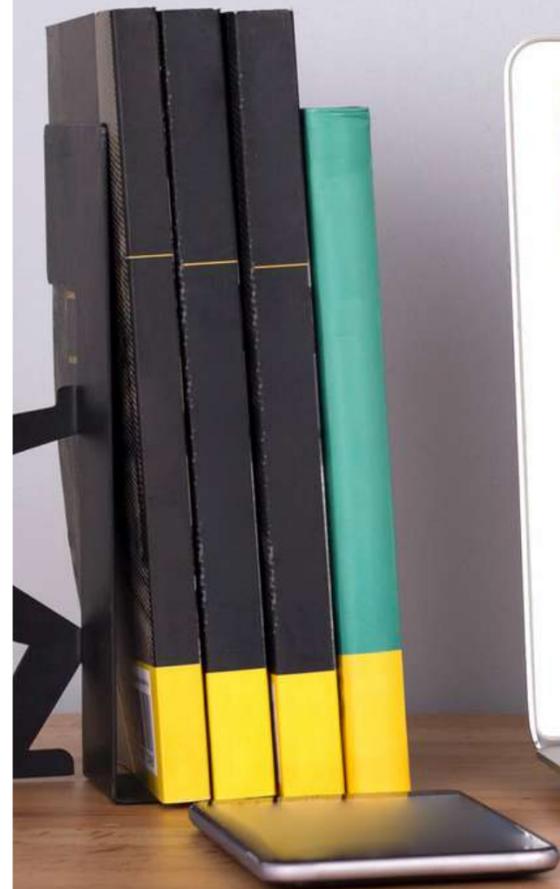
What's more in store? Husky comes equipped with hundreds of integration options, multi-lingual support, device-agnostic interfaces, and an infallible reviews system.

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CONCLUSION



WEBSITE



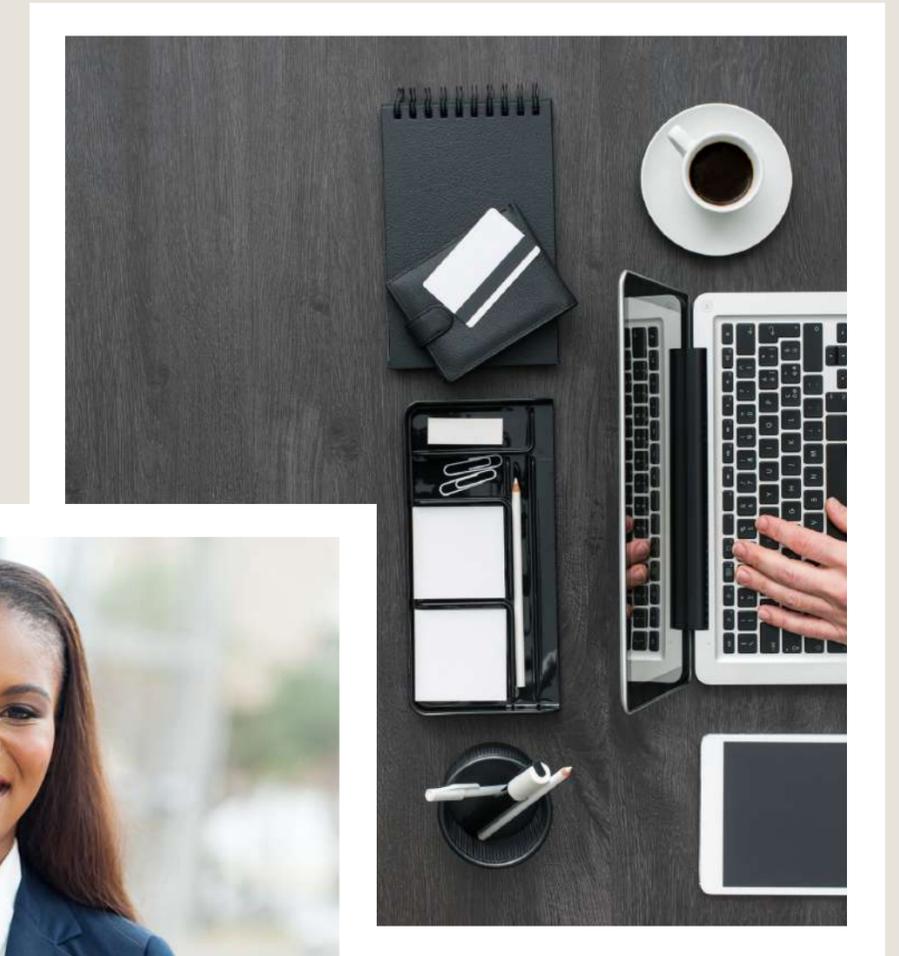


To sum it up, building a custom talent marketplace for your business is a great way to get more work done, faster and better. This can help your company save on precious time, money, and human resources while also being more efficient with the outcomes. Companies around the world are shifting focus to a talent management strategy that involves upskilling existing employees and helping them achieve better results in tasks they have an aptitude for while relying on remote talent to perform on-demand tasks.





The pandemic has proven quite disastrous for businesses that failed to look for talent beyond their payroll. Hiring remote workers can help your business function even when your full-time staff is unable to work. A talent marketplace builder like Husky can help your business scale new heights in a matter of a few simple steps. Get in touch with us to find out how to go about building a custom freelance marketplace for your business.





Questions? Clarifications?

We'd love to help!

contact@huskyapp.co