

PayFit doubles down on offering AI-augmented payroll and HR service to all businesses

- **PayFit, the payroll and HR platform used by 22,000 employers across the UK and Europe, is upgrading its business model, becoming an end-to-end payroll and HR service augmented by AI, with payroll at its core and extending into employee management.**
- **The company is combining its trusted platform, 200 payroll experts and PayFit AI to bring a payroll and HR service capable of carrying out tasks across payroll and HR, while taking end-to-end responsibility for payroll compliance on behalf of employers, large and small.**

London, UK - 16th July: PayFit is doubling down on its HR and payroll business to bring an end-to-end service where employers of any size can manage everything related to their people. The company has extended its platform, which is already trusted by 22,000 businesses across the UK, France and Spain, to deliver a service to HR teams of all sizes that lack the in-house capacity or experience to manage payroll complexities.

PayFit now handles all aspects of payroll operations, from collecting variable pay elements to filing social declarations. It is also guaranteeing compliance with HMRC, while giving clients real-time visibility and approval.

What's more, its contextual AI assistant, PayFit AI, now acts directly within its payroll operations to better support HR teams and employees. Since July, it has been able to detect payroll inconsistencies, generate HR reports on demand, answer employees' questions and enter payroll variables directly. Later this year, it will also get a major upgrade which will be able to take action - not just answer questions - on queries related to employees' contracts and leave in complete confidentiality.

"PayFit AI marks a major step forward for us. It no longer just answers questions, it takes action. It's a real payroll and HR companion for teams that continuously evolves, working alongside our payroll experts," adds Inès Salhi, Chief Product Officer at PayFit. "Every business deserves a tool that actually works, and a real payroll and HR partner. One that is always there because, when that weight is lifted, something shifts. They can focus on their people, their growth, and what they set out to build."

PayFit AI works alongside 200 payroll experts who support clients over the long term and help ensure payroll is accurate and secure. They understand each company's context and draw on years of experience to offer always-on expertise.

Clients stay in control throughout the process, with real-time visibility, approvals at key steps, and the flexibility to decide how much they want to delegate.

“Over the past decade, we have developed deep expertise in running payroll for tens of thousands of businesses. Today, we are taking the next step: PayFit is moving beyond software to become a service that manages payroll and HR for its customers. By the end of the year, we want PayFit to become the one service business leaders and HR teams rely on to manage everything related to their people, from payroll and HR to health insurance and IT,” says Firmin Zocchetto, co-founder and CEO of PayFit.

Founded in 2015 by Firmin, alongside Ghislain de Fontenay and Florian Fournier, PayFit has grown alongside the business leaders and HR teams it supports, while building the payroll expertise and technology needed to address the complexity of payroll. Ten years on, now profitable, it is enabling a new service model to support clients more comprehensively across payroll and HR.

The new model is a major turning point for PayFit, enabling it to support businesses of all sizes, from their first employee to teams of several hundred people. While payroll remains PayFit's core expertise, PayFit will gradually expand its service by the end of 2026 to cover further areas of people management, including health insurance, IT equipment and freelancers.

PayFit's goal is to bring key areas of people management together in a single platform, helping business leaders and HR and Finance teams save time, reduce administrative complexity, and focus on what matters most: building their business, hiring, supporting and developing their teams.

About PayFit

PayFit is a payroll and HR service for businesses across Europe, from small companies to teams of several hundred employees. Founded in 2015, PayFit supports 22,000 businesses in France, Spain and the United Kingdom. Its platform combines payroll and HR software, artificial intelligence, and expertise provided by 200 dedicated specialists. PayFit processes more than two million payslips every year, representing €12.5 billion in payroll.

<https://payfit.com/>

Appendix : Product visuals: PayFit AI

Error and anomaly detection

 Emily Smith
Project Manager £2,250.00

 James Wilson
Marketing Manager **£8,760.00**

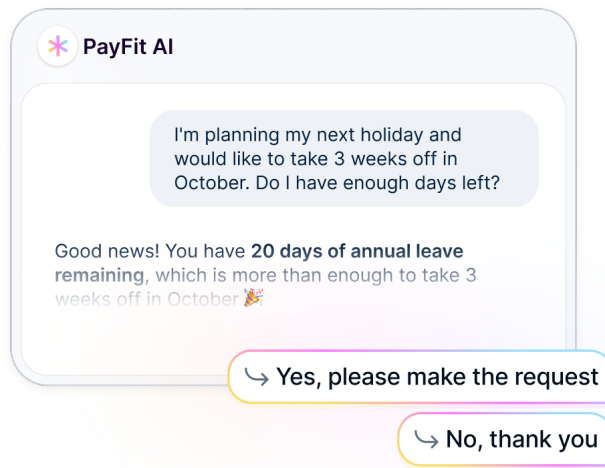
 **Suspected anomaly**
James Wilson's net pay is **higher than usual**. A **£5,500 bonus** was included this pay period.

 [Edit bonus](#)

 Sophia Miller
Quality Manager £2,250.00

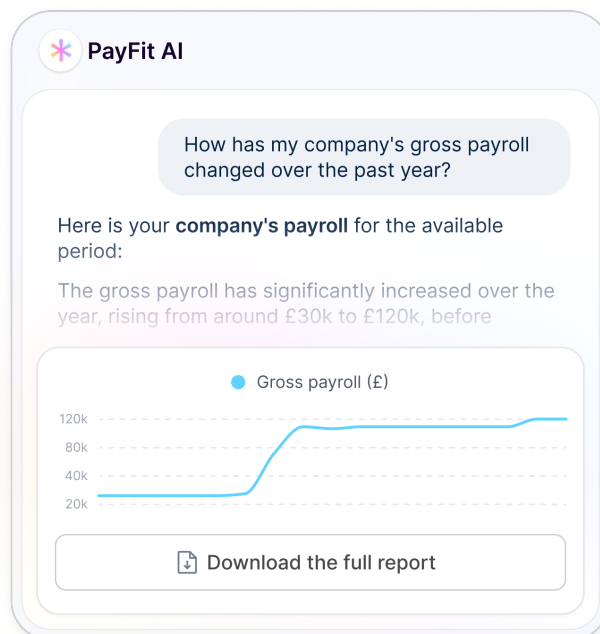
PayFit AI identifies payroll anomalies in real time, enabling HR teams and business leaders to act before an error affects payslips.

Time-off assistant



An employee asks PayFit AI about their available leave days. The assistant responds instantly and offers to submit the leave request on their behalf.

HR analytics on demand



PayFit AI generates personalised HR insights on demand.