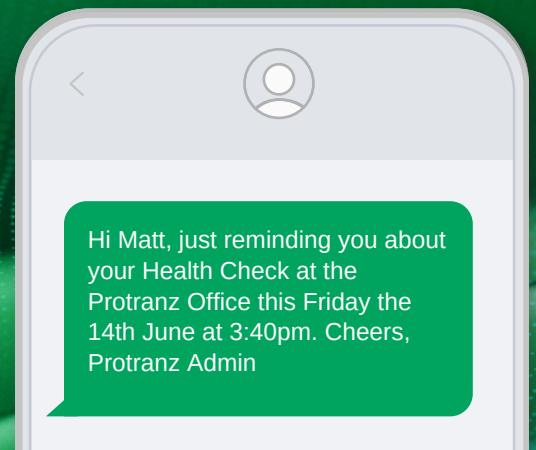


A new path to staff engagement – Protranz and multiTXT



Civil construction company, Protranz, has grown from a Christchurch-based contracting company into a nationwide operation. Known for tackling tough jobs like demolition, asbestos removal, and landslips, Protranz has built its reputation on innovation and strong relationships with clients and staff.

With 120 employees working across New Zealand, keeping staff connected was a challenge. Now, with One NZ's SMS solution, multiTXT, communication is seamless—whether it's for event invites, schedule updates, or mental health check-ins. We chatted with Rachel Coakley, Protranz Business Owner, and Monique Gilchrist, Admin Officer, about their experience with multiTXT.

The Challenge

Before using SMS, Protranz found it challenging maintaining efficient, consistent communication with staff.

Not everyone would check their emails in time which had an impact on staff engagement. Some employees would miss crucial updates or there would be delays

getting an answer if staff asked a question via email.

The business needed a platform that could be used to send bulk texts and all-staff reminders efficiently, without the admin burden or missing messages.

The Solution

Frustration with the old SMS provider led the Protranz team to a Google search, where they discovered multiTXT. A quick chat with their One NZ Account Manager, and they were ready to make the switch.

The integration and setup process was seamless and impressively fast – within 24 hours, the new platform was up and running. As Protranz Business Owner Rachel Coakley explains, the platform's modern user interface made it easy for staff to navigate setup and start sending texts.

"It's really simple. The staff names and phone numbers were uploaded and we were sending messages straight away."

The bulk messaging feature, with SMS preview function, is a win for the team. It helps save time and you can see how the message appears before they're sent.

The messaging portal has also become a de-facto database for staff contact details.

"The portal acts like an address book for us as well. If we need to get a staff member's phone number, we can easily go in and find it," says Admin Officer Monique Gilchrist.

Protranz now uses multiTXT for:

- **Staff timesheets and schedules** – keeping employees updated with work hours and shift changes to minimise understaffing.
- **Event reminders** – including RSVP reminders for staff parties and times for training events.
- **Mental health resources** – following up on mental health training and checking in with staff regularly.

Why SMS works for quick staff comms:

- **81% of consumers** surveyed check notifications within five minutes of receiving a text.
- **Nearly 30%** of consumers surveyed check within just 60 seconds.
- Over **90% of consumers surveyed** text every day and most check their text messages more **than 10 times a day**.

Source



The Results

multiTXT has been a game changer for the Protranz team, helping reduce admin time, improve the flow of communication between management and staff, and boost engagement in the workforce.

The ease of two-way communication with staff is a great change. The previous provider used a different number each time they sent a message, making it difficult for staff to reply to messages.

With multiTXT, Protranz messages come from a dedicated number, so employees can reply with queries or issues.

“The feedback has been great. Staff like that there’s a specific number they can text, so they can initiate a conversation with us first,” explains Rachel.

multiTXT has also been a critical element of Protranz’s recent mental health initiative. With the statistics showing that one in three New Zealand workers experience work-related mental health issues and one in five go through work-related depression, the business wanted to be proactive about mental health and burnout in its employees.

They ran mental health training sessions to raise awareness and followed up with regular check-ins via text. The response has been overwhelmingly positive, as Rachel explains.

“We did a mental health training a few months back and then started to do regular check-ins with the staff. We’ve had a great response, with a few people calling and saying ‘thank you for reaching out’.”



What’s Next?

After the success of multiTXT for staff communication, Rachel and the rest of the Protranz team are looking at ways to use the tech in other parts of the business.

With several departments and worksites in the North and South Islands, the platform

could help simplify communication around logistics. The team is thinking of using SMS to send delivery reminders or job updates.

“We have quite a few departments in our organisation, which could benefit a lot from using multiTXT,” explains Rachel.

Connect, engage, check-in – change employee communication for the better with multiTXT.