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How multiTXT Transforms Student Engagement and Staff Productivity at eCampusNZ

eCampusNZ

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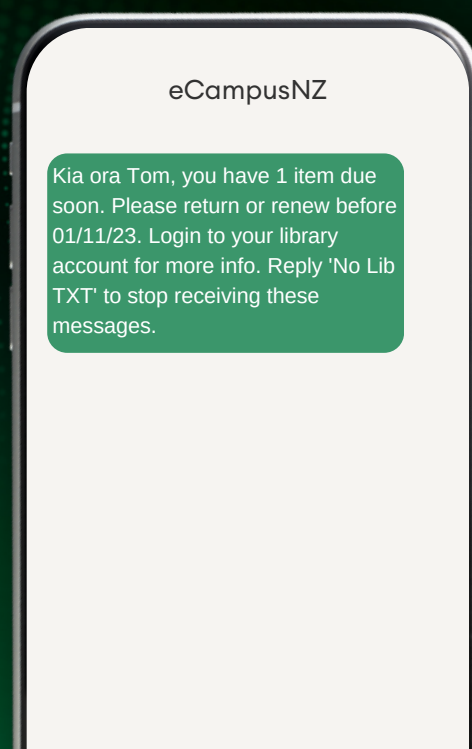
When you've got students learning online and in the workplace, keeping them engaged has its challenges. That's why eCampusNZ, a division of Te Pūkenga, uses One NZ's multiTXT platform, and it's helped improve staff productivity, student engagement and learner outcomes.

eCampusNZ is a vibrant, progressive tertiary provider laser-focused on prepping students for the challenges and opportunities in the workforce. A big part is communication and ensuring students stay focused and meet key course milestones.

Previously, eCampusNZ staff would spend hours emailing students – that's if they got a reply. Now, with a text-based system, they're connecting with more students – with less admin.

The Challenge

Before using a text-based system, eCampusNZ would communicate with students primarily through email.

If it did text students, it was a very manual, time-consuming process. It found that younger students didn't respond to emails, which impacted engagement rates.

So, the organisation searched for an alternative messaging system that would help save time and money and support positive learner outcomes.

"We needed something that would help us proactively drive and refocus our learners on the next steps of their learning journey," says Enterprise Technology Manager - eCampusNZ, Bryan Moore.

The Solution

Communicating with hundreds of students every week can quickly become an all-consuming task for staff. The job gets even harder when students aren't motivated to read their emails or respond.

"We weren't getting the level of engagement with an email," says Bryan.

eCampusNZ wanted a bulk SMS system that initiated two-way messaging to improve communication. But it also needed to help free up staff time to focus on the learning experience.

With **One NZ's multiTXT for business,** Bryan says, *"We're getting improved engagement through direct text communication."*

The system has also been integrated with Microsoft Dynamics through a simple API integration, and this is where eCampusNZ manages most of its student communication.

Bryan says they did consider other systems, including developing their own, but *"It made sense for us to integrate multiTXT."*

> *"MultiTXT has had a positive impact on productivity. We've freed up time and enabled our team members to focus on the really important things."*
> *Bryan Moore, Enterprise Technology Manager - eCampusNZ*

The Results

Not only is eCampusNZ *"impressed with the level of professionalism"* from the One NZ team, but it's also saving money, staff are productive, and students are engaged.

"Our staff's time is valuable, and with multiTXT, we've redirected our facilitators away from repetitive tasks to more productive ones." Says Bryan.

eCampusNZ has also seen an improvement in student **engagement, up an estimated 5-10%** since it started using the system.

Bryan adds that the system is very easy to work with, and staff are having more constructive conversations with students.

> *"The most important thing out of all this is enabling our learners to keep on track and get the best outcome for them – and multiTXT is part of that solution."*
> *Bryan Moore, Enterprise Technology Manager - eCampusNZ*

Improved student engagement and staff productivity make One NZ multiTXT a win-win system for eCampusNZ. Find out how a bulk SMS system can help your organisation.

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