



How Wire2Air | TXTImpact Cut Admin Overhead by 50% with Hubstaff

Industry
SaaS

Employees using Hubstaff
50

Distributed team in
4 countries

Hubstaff users since
2023



TXTImpact

Key outcomes

- 50% reduction in administrative overhead, allowing managers to focus on strategic initiatives
- 25% increase in team productivity through improved transparency and real-time [productivity Insights](#)
- 30% improvement in cross-functional collaboration due to better visibility into project ownership and timelines

Background

Wire2Air | TXTImpact is a New York-based SaaS company that provides mass texting and business messaging services to over 5,000 clients in industries such as retail, health care, and financial services. Their remote-first team of about 50 employees operates globally in North America, Europe, and APAC.

With a mission to help organizations reach customers through high-impact SMS campaigns, the company integrates with tools like Zapier, MailChimp, and Salesforce to deliver seamless experiences.

The challenge

With their remote team spread across time zones, Wire2Air | TXTImpact faced growing pains in managing productivity, ensuring visibility, and maintaining fair workloads.

As they scaled, they needed a way to coordinate their distributed team and maintain high-quality service while adapting to regulatory and market shifts.

Their key growing pains included:

- Inconsistent time tracking across time zones
- Limited visibility into project progress and team activity
- Communication lags due to asynchronous schedules
- Unbalanced workloads that led to burnout or underperformance
- Time-consuming admin tasks like billing and reporting

These issues not only impacted team morale but also created risks for client delivery and profitability.

“Time zones, unclear workloads, and manual processes were slowing us down and straining our team.”

- Mamta Arun, TXTImpact | Wire2Air



The solution

The team turned to Hubstaff to gain operational clarity without compromising autonomy.

After internal evaluations and stakeholder input, Wire2Air implemented Hubstaff in phases, starting with a pilot and scaling up after building trust and refining policies.

Their goals were:

- Real-time visibility into team performance
- Automated, accurate time tracking
- Clear accountability without micromanagement
- Better client billing accuracy
- Scalable workflows and compliance

Why Hubstaff?

Mamta Arun, Director of Operations at TXTImpact, said they chose Hubstaff for its affordability, reliability, and easy remote monitoring capabilities, which make managing remote teams easier.



Mamta Arun
Director Operations, Wire2Air | TXTImpact



“Hubstaff has been instrumental in helping us manage remote teams efficiently, providing real-time insights into productivity and work hours.”



How Hubstaff helped build trust, speed, and team autonomy

25% increase in productivity

Improved task focus and transparency helped boost project delivery speed and alignment across teams.

50% reduction in administrative overhead

Automated timesheets and reporting freed managers from manual tracking, saving hours weekly.

Improved cross-team collaboration by 30%

Role-specific dashboards and time data gave clarity on ownership and dependencies, enhancing coordination by 30%.

Greater client trust & employee experience

Hubstaff's clear billing and work logs improved transparency and helped avoid disputes. Team members felt more empowered and less micromanaged. The platform's flexibility and autonomy-first design supported a healthier, more motivated workforce.

“Hubstaff didn’t just streamline our operations, it reshaped how our teams collaborate, track time, and deliver results. It gave us transparency, trust, and the freedom to focus on what matters most: growth.”

- Mamta Arun, TXTImpact | Wire2Air

Why it worked

Hubstaff provided more than software; it helped Wire2Air shape a culture of trust, transparency, and data-driven decision-making. Privacy settings and [open communication ensured team buy-in](#), while advanced analytics enabled managers to support growth and avoid burnout.

“Hubstaff helped us build a culture of trust and accountability powered by data, not micromanagement.”

- Mamta Arun, TXTImpact | Wire2Air

What's next

Wire2Air | TXTImpact is continuing to scale its global presence and aims to deepen its use of Hubstaff by leveraging advanced analytics for long-term workforce planning and business development. The company also plans to integrate Hubstaff more fully into its broader tech stack, creating a unified operational ecosystem. Team feedback will remain a priority, ensuring that future enhancements serve both employee well-being and client satisfaction. As they grow, Wire2Air is committed to maintaining a high-trust, transparent culture that supports sustainable success in a competitive digital landscape.



Try it out for yourself

See how our all-in-one workforce management tool can help you manage time, productivity, payroll, and more.

✉ support@hubstaff.com

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