



FreeConferenceCall.com



Snapshot

Customer:

The Salvation Army

Industry:

Non-Profit Organization

Challenge:

With more than 9,000 employees and over 1,600 centers of operation in 13 western states, The Salvation Army required an audio conferencing service that could cover a large, dispersed organization at a reasonable cost.

Benefits:

- Significant cost savings
- Easy to use service
- Easy to sign up and deploy
- Reliable

The Salvation Army

Salvation from Paid Conference Providers:
The Salvation Army Selects FreeConferenceCall.com to
Seamlessly Integrate Conferencing Capabilities to
More than 9,000 Employees Across 13 States

The Salvation Army is a worldwide organization committed to serving people, changing one life at a time. Its diverse ministries attract a wide variety of participants and supporters, from single parents needing help to dedicated volunteers seeking meaningful outlets for service. It also provides philanthropists and charitable foundations with a channel to contribute, support and serve communities around the world.

From local events and activities to natural disasters around the globe, The Salvation Army is quick to respond and offer its resources to serve those in need. Supporting its operations in the United States, The Salvation Army has four territories, with headquarters in Des Plaines, Illinois; West Nyack, New York; Atlanta, Georgia; and Long Beach, California.

Clarence White, Chief Information Officer (CIO) for The Salvation Army's US Western Territory (headquartered in Long Beach, CA), is responsible for more than 9,000 employees and more than 1,600 centers of operation in 13 western states.

The Challenge

"As a large and widely dispersed organization, our challenge lies in the coordination of business efforts at all times," explained Mr. White. "Audio conferencing plays a pivotal role in this coordination. In terms of conference calling, we needed a solution that was scalable and easy to use. A 'must-have' of the selected solution was its capability to support conference calls with as few as three people on a call, as well as ones involving hundreds of individuals on a single call."

SimpleTollFree™

SimpleFlatRate™

SimpleVoiceBox™

SimpleVoiceCenter™

SimpleEvent™

SimpleBlast™



The Salvation Army

With these conference call requirements, cost was another major challenge for The Salvation Army. In 2004, the organization selected an audio conferencing solution; but after Mr. White and his team were presented with bills of \$1,000 – \$10,000 each month, they quickly realized the need for a change.

“With our past provider, a single conference call could cost us several thousands of dollars,” stated Mr. White. “This was unacceptable, especially for a non-profit organization that does not have the deep pockets of major corporations for conferencing services.”

Mr. White was now tasked with finding a more cost-effective provider that offered a high quality, easy to use conference bridge service that could scale from a few users to its enterprise-wide organization.

The Solution

After extensive evaluation, The Salvation Army selected the FreeConferenceCall.com service from Free Conferencing Corporation of America as its new audio conferencing provider in May 2006. To meet their needs, The Salvation Army adopted the FreeConferenceCall Enterprise Edition – a service designed for enterprise-level conferencing.

The Salvation Army needed to seamlessly integrate the solution with its VoIP network and the FreeConferenceCall.com PSTN (public switched telephone network). With the FreeConferenceCall Enterprise Edition, The Salvation Army receives exclusive, dedicated conference dial-in numbers and access codes with an unlimited number of conferencing accounts.

“This service benefits us on so many different levels,” stated Mr. White. “Not only do we have our own custom phone number that is unique to our company, but we have the ability to provide each of our 9,000-plus employees with individual conference dial-in numbers and access codes.”

Additional features used by The Salvation Army include free conference recording, muting functions (on large conference calls), and conference playback.

“With the in-conference recording option, we have free and unlimited dial-in playback available whenever needed,” stated Mr. White. “This is a great feature for us to have, especially if an employee is traveling. He or she can download the recording to his or her PC and retrieve it with the click of a mouse. There is no set-up either to record a call – you simply dial-in a few extra numbers and your call is being recorded.”



FreeConferenceCall.com

The Salvation Army

The Results

Since switching to FreeConferenceCall.com, The Salvation Army has recognized a number of significant benefits. Number one has been cost savings. According to Mr. White, the company is saving a significant amount of money on conference calls – sometimes up to \$10,000 in a given month, depending on how many calls were made, duration of calls, etc.

In addition to providing considerable cost savings, Mr. White added that the FreeConferenceCall.com solution is “extremely easy to use and highly reliable.” Mr. White also noted that FreeConferenceCall.com’s customer service team has consistently provided them with great support whenever necessary.

“We’re not the most sophisticated user of a conferencing service, but we do have a widely dispersed group of employees, and FreeConferenceCall.com allows us to connect those employees easily and at a moments notice,” explained Mr. White. “I’m extremely happy that I came across FreeConferenceCall.com at a critical point when we needed to change providers. It has saved our organization a tremendous amount of time and money!”