



**FreeConferenceCall.com**



## Snapshot

**Customer:**

International Coach Academy

**Industry:**

Coach Training

**Challenge:**

ICA's first audio conferencing provider offered limited functionality with one line that translated to a cost of \$1,700 per year, based on usage.

**Benefits:**

Efficiencies realized through FreeConferenceCall.com led to ICA's best year in terms of sales and enrollment. Plus, the company saved \$30,000 per year in bridge costs alone; also using conference recording to create a new revenue stream.

## International Coach Academy (ICA)

### Virtual Training Organization Delivers Courses via FreeConferenceCall.com and Generates New Revenue Stream with FREE Conference Recording Service

"FreeConferenceCall.com really works. I can always depend on their FREE conferencing service and create global self-development tools for our coaches at an extremely affordable price – ZERO!"

Karen Cappello  
Chief Learning Officer  
International Coach Academy

#### The Challenge

As defined by the International Coach Federation (ICF), personal and business coaching is an ongoing professional relationship that helps people produce extraordinary results in their lives, careers, businesses or organizations.

As an accredited ICF member in the emerging coaching market segment, International Coach Academy ([www.icoachacademy.com](http://www.icoachacademy.com)) is one of the select schools accredited by the ICF to deliver coach training. As a Virtual Training Organization, ICA delivers coach training to students around the world.

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**SimpleEvent™**

**SimpleBlast™**



## International Coach Academy (ICA)

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In addition, the company's chief learning officer (CLO), Karen Cappello, is a Professional Certified Coach, the highest possible credential in the coaching profession today.

Coaching is a new and powerful methodology that employs a specialized conversation to bring about change. There are an increasing number of 'niche' areas emerging within the broader coaching profession. International Coach Academy (ICA) currently trains people in:

- life coaching
- business coaching
- executive coaching
- management coaching
- career coaching
- retirement & transition coaching
- relationship coaching
- spiritual coaching
- work/life balance coaching

According to Karen Cappello, the global aspect of International Coach Academy's business model compels the organization to be on the leading edge of technology by using the best, yet most affordable products and services. Teaching 20 classes per week via audio conferencing that involves students and coaches in 60 different countries, International Coach Academy's need for reliable telephony is critical to its business. "We use a blended learning model at ICA, a unique combination of online learning and teleconferencing. So for us quality audio conferencing is essential. It is both a vehicle for instruction as well as a communications forum for collaborative sharing of perspectives on coaching and best practices," said Cappello. "We supervise coaching sessions and provide feedback within a virtual setting."

The company's first audio conferencing provider offered limited functionality with one bridge line that translated to a cost of \$1,700 per year. In addition, the company's previous conferencing provider had no way of remedying the situation of overlapping conference calls. "If we were teaching a class on foundation from 12noon to 1pm, and it ran overtime, the 1pm session would interrupt the first class," explained Cappello.



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## International Coach Academy (ICA)

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“This caused us a tremendous amount of frustration, especially since we did not want to allocate the resources to purchase another bridge line. We were basically resigned to the fact that we potentially might run into this overlapping problem every time we had back-to-back classes scheduled,” said Cappello.

International Coach Academy’s previous conferencing provider also hindered its virtual training process by offering no muting capabilities to filter background noise, poor connection clarity, and lack of a moderator function to keep the classes in synch.

### The Solution

In speaking with a few of the other ICA coaches that had their own practices, one of them suggested using FreeConferenceCall.com. That was nearly two years ago and Cappello has never looked back. “We now have the ability to schedule multiple classes simultaneously for our global community using numerous bridge lines – all of which are easy to access and require no reservations,” Cappello noted. “We simply provide a name and email address, and you can receive a new, unique conference bridge number -- it is truly a simple process and extremely hassle-free.”

Unlike its previous conferencing provider, ICA now has the freedom to mute for noise-free instruction with FreeConferenceCall.com. In addition, the service provides ICA’s tele-class leaders with moderation capability for a mutually beneficial training experience.

The clarity of the phone lines is also critical for any organization that uses conference bridges to the extent of ICA. “FreeConferenceCall.com offers crystal clear lines for our hundreds of global students who dial-in from different countries using calling cards, cell phones, land-lines or Skype,” added Cappello.



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## International Coach Academy (ICA)

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### The Results

Cappello credits the use of FreeConferenceCall.com as a contributing factor in making 2005 the best year in ICA's history, in terms of sales and student enrollments. "If we would have remained with our previous provider, it would have cost us \$30,000 per year to maintain the number of conferencing and bridge lines to support our classes – the same services that FreeConferenceCall.com provides for FREE," she said.

ICA is also using the new FreeConferenceCall.com FREE recording service as a revenue stream. "Our coaches have a robust global knowledge base that we have always wanted to share with students. With the conference recording, we can capture these best practices, compile them into an eBook, and sell them as a product on our web site – and our cost is ZERO. We can also record classes in case students miss them the first time around," Cappello added.

### The Future

Cappello plans on using other FreeConferenceCall.com services in the future, especially its collaborative solutions for conducting online events, such as large sales presentations and marketing events over the Web. "We are planning some upcoming Webinars for leadership development and this would be a cost effective option," she concluded