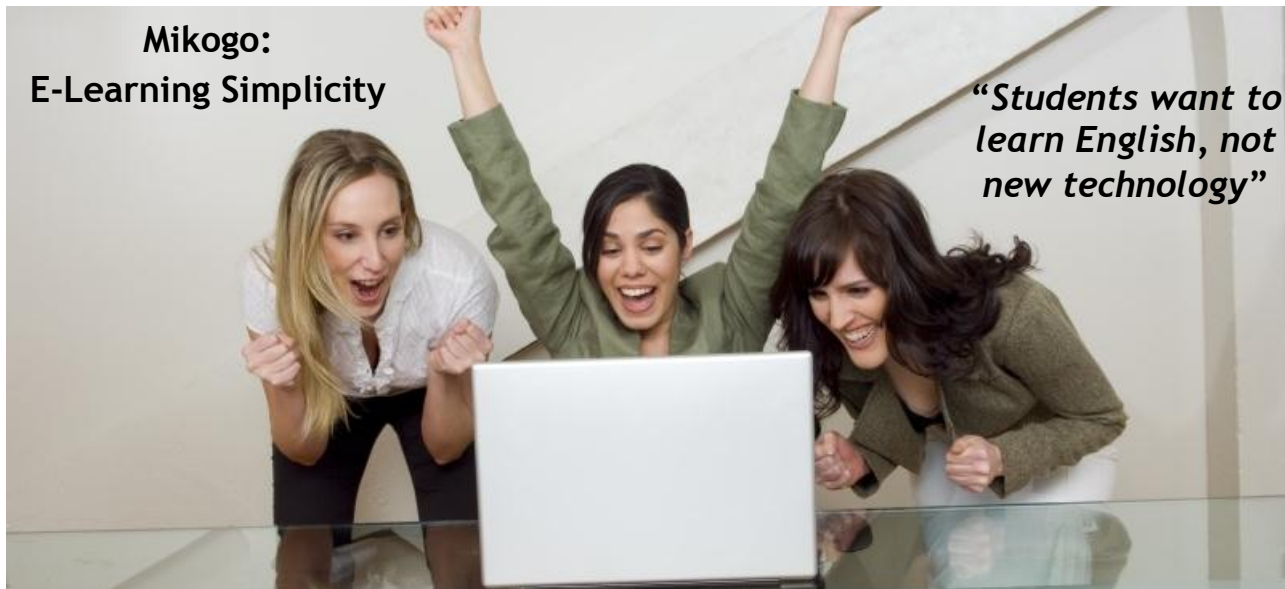




Case Study - New College English



The Challenge

Company Director, Carmen Brown, needed to expand abroad and continue the EFL immersion work with her international students when they returned to their home country after taking classes in San Francisco. *“Our full-service, highly-individualized learning model required that the lessons continue to immerse the student in English, so I had to find the simplest most effective tool to create that ‘live’ atmosphere that is so crucial in language e-learning.”*

With over 20 years of EFL (English as a Foreign Language) experience, New College English is an EFL and cross-cultural communication company, giving in-person lessons in San Francisco and worldwide via online teaching.

“I use Mikogo every day. I couldn’t do business without Mikogo. It is the simplest solution and the savings are immeasurable!”

Carmen Brown
Director
New College English
<http://newcollegeoffice.org>

The Solution

Carmen tested several platforms to find the perfect e-learning solution for her and her students. *“Many systems require learning a lot of new material in order to use them effectively. In some cases, it would cost me \$1000 just to be trained to use them.”*
“Mikogo was the preferred platform because of how easy it is to use. It has impressed me since the first student.”
“My students want to learn English, not new technology - and this is the beauty and simplicity of using Mikogo. It simply doesn’t interfere with the lessons and is the closest thing to sitting across from each other and sharing a document.”

The Conclusion

“I simply couldn’t do my work without Mikogo. It is the simplest solution, and for my business customer service is critical - anything other than Mikogo would pose a burden to them. I have also used Mikogo when traveling to access my tech support. Mikogo allows me to share my problem with my tech support and get on with my business.”

About Mikogo - Mikogo incorporates innovative desktop sharing technology to provide an easy-to-use free online meeting solution, welcoming everyone to high-quality online collaboration. The popular software tool is now used in over 180 countries, primarily by private users, freelancers and small businesses. Launched in 2007, Mikogo is provided by the renowned provider of web collaboration solutions, BeamYourScreen, whose product range consists of software solutions for online meetings, online presentations, and remote support. At present, more than 2000 corporate customers in over 40 countries worldwide are using the BeamYourScreen technology and benefiting from significantly reduced travel time and travel expenses.