

Practice makes the moment count

EasyCoach: AI roleplay coaching for the conversations that matter most.

Content builds knowledge. Skill-based training goes a step further: it's continuous, hands-on, and built on repetition, so people don't just know what to do, they can prove it. EasyCoach makes that shift measurable, giving teams a realistic space to practice high-stakes conversations before they happen, and giving leaders visibility into how those skills are actually developing across the business.



The bottleneck isn't knowledge. It's practice.

Real skill comes from repetition and feedback, not from reading about the right approach. But that kind of practice has always depended on a person's time: a manager, a facilitator, a room. So most people only get to rehearse the moments that matter once, if at all, and the people delivering that coaching are stretched thin doing it.

Why it matters for the business?



Save time

Build realistic scenarios in minutes instead of spending days writing scripts and briefing facilitators.



Scale practice

Every employee gets the same standard of practice, whether they're in one office or twenty, without extra headcount.



Build confidence

Learners rehearse the hard parts first, so they walk into the real conversation already having lived it once.

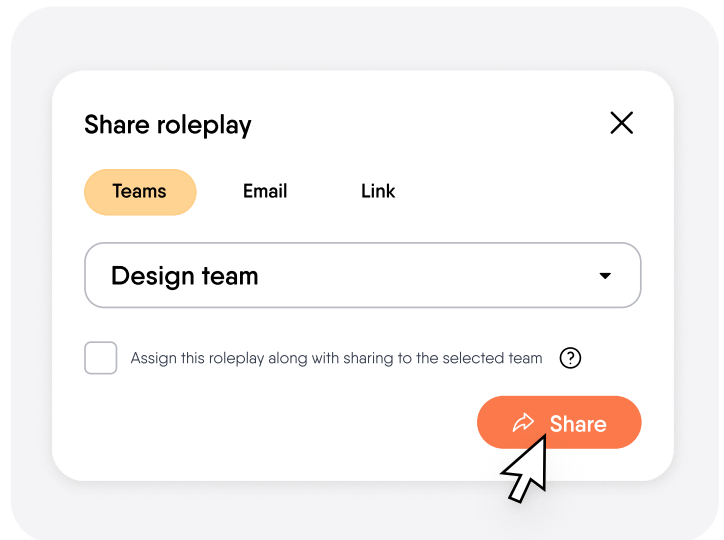
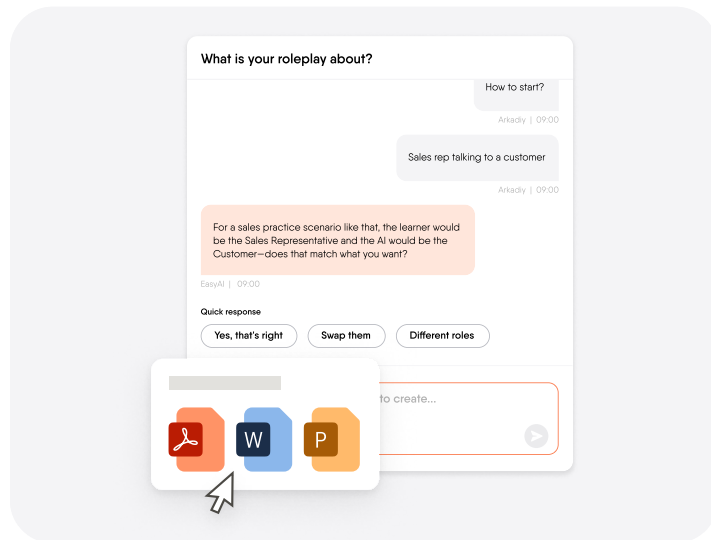


Gain visibility

See who's practicing, how often, and where skills are actually improving, not just who completed a course.

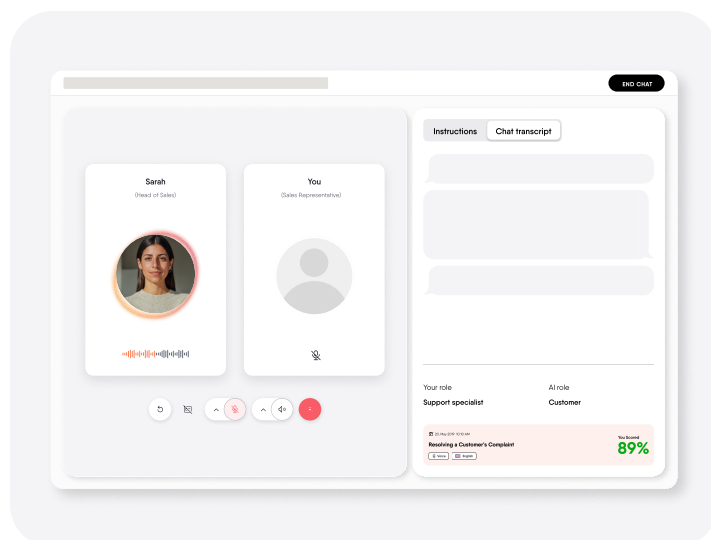
How EasyCoach works

EasyCoach turns real conversations into structured, repeatable practice, then shows you how it's working.



Create in minutes

Describe the conversation you want. EasyCoach builds it in minutes, and documents make it company-specific.

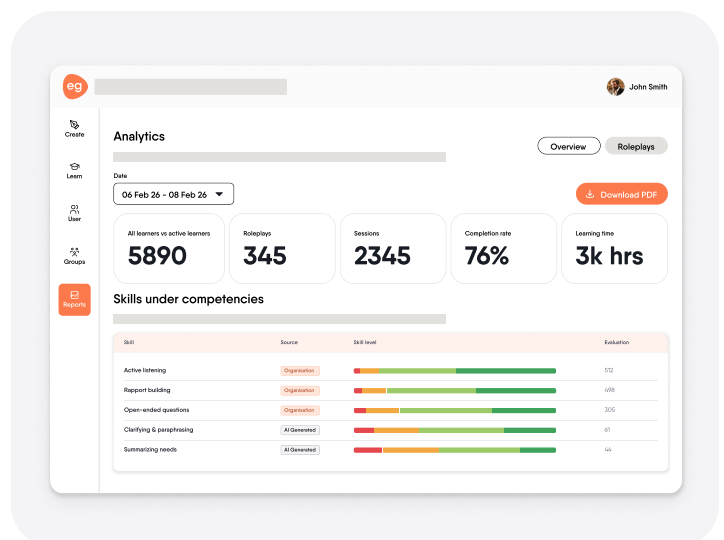


Practice, then improve

Learners practice in any language, in text or voice, as many times as it takes, and get clear feedback after every session.

Share anywhere

Distribute with a simple link, assign it directly to your team, or launch it inside your LMS with LTI.



See skills develop, org-wide

Admins and managers see how practice is going and how skills are improving, across teams and skill areas.

Teams are actually using it, and using it a lot

Most training tools don't fail on capability. They fail on adoption. EasyCoach teams keep coming back, at real scale, to practice the conversations that actually matter to their business.

16,000

**conversations practiced
before it counted**

6x

**average repeat practice
per learner**

43%

**of roleplays are fully
bespoke, built by teams
themselves**



Teams are building practice for sales calls, leadership check-ins, customer escalations, onboarding, and more, whatever conversation matters most to their business.

Real team. Real results

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Financial services, 500+ employees

- **3x** less time coaching new hires
- **70+** roleplays built in a few months
- **4-5 weeks** to ramp up, down from 8

[READ THEIR STORY HERE](#)



Telecommunications, 5,000 employees

- **1,800** agents now practice independantly
- **2 to 3x** average repeats per session
- **100%** of hiring assessments use EasyCoach

[READ THEIR STORY HERE](#)

Where teams use EasyCoach

Every team has conversations they can't afford to get wrong. Here's where EasyCoach fits in.



Sales and negotiation

- Objection handling
- Discovery calls
- Deals that stall or go off script



Leadership and people management

- Performance feedback
- Difficult 1:1s
- Managing underperformance



Customer support and service

- Angry or frustrated customers
- De-escalation
- Delivering bad news



Onboarding and role readiness

- First customer conversations
- Company-specific workflows
- Day-one readiness



Product and technical training

- Explaining features under pressure
- Technical objections
- Competitive questions



Cross functional & soft skills

- Giving and receiving feedback
- Influence without authority
- Cross team alignment

This is just today

For years, the easiest thing to measure was whether someone finished a course. Whether they were actually ready for the moment that mattered? That part stayed invisible. We're changing that.

The gap today

Course completion has always been easy to measure. Skill, until now, hasn't been. Teams could tell you who finished training, but not who was actually ready for the conversation that mattered most.

Where we're headed

Every rep, every roleplay, building toward one clear, connected picture of real readiness, tracked automatically as people practice, not pieced together after the fact.

Tied to outcomes

Faster ramp-up, stronger conversations, and fewer costly mistakes, tied directly to the business results leaders already track, not treated as a separate training metric.

Built for leaders too

Practice that leaders can see, trust, and act on, not just something that happened once and got forgotten. Skill becomes as visible as revenue or retention.

Ready to see it for yourself?

Contact your Account Manager or Customer Success Manager