

New Email Platform allows corporations to send out video emails with desktop ease and no broadband constraints

New York, New York... Collaboration video – A new video email product from Virtual Coaching, allows corporations and organizations to create and send video email communications in minutes, with no technical training, no broadband constraints, and full reporting and tracking on the backend.

Using a webcam, supplied as a part of the package, corporate users can create a video (up to 4 minutes long), [apply](#) custom email template [to it](#), and then distribute to any number of segmented lists that are housed as part of the email platform. After the emails are sent, users can track opens, click rates, and forwards in near real time from their desktop. And because the videos are hosted by Virtual Coaching, there are no issues with conventional broadband constraints.

Target, segment, customize

The system has unlimited applications such as sales force/franchise communications, training and coaching programs (individual to large groups), and other internal and external communications requirements such as shareholder news, global internal communications for multinational corporations, and much more.

The platform can also produce text/HTML only emails in addition to video, and is competitively priced with email solutions providers who can only handle text/HTML emails.

“We’re recently starting using Virtual Coaching’s video emails to communicate with our 13,000 franchisees and with our employee team around the world”, says Steve Safier, Senior Vice President and Chief Operating Officer of the SUBWAY FRANCHISEE ADVERTISING FUND TRUST (SFAFT). SFAFT creates advertising and marketing programs that are designed to build profitable sales and promote the image of the SUBWAY® restaurant chain, the world’s largest submarine sandwich franchise, with more than 30,006 locations in 88 countries. [It](#) has enhanced our communications effectiveness four-fold. The system is so simple, that any of our managers can create and send a richer, more personal message from their desk through video, and in minutes. And now we actually know not only that the emails have been received, but that they’ve been opened and viewed, too.”

Virtual Coaching’s video email platform is the first stand-alone product from the company, whose core product is a technology platform that is being used effectively by Fortune 500 employers to provide cost-effective/high quality “personal e-learning” programs for its employees at every career stage, while providing the management tools and metrics companies need for a robust talent management process

To request a demo email anna.bechtol@virtualcoaching.com