

# VIRTUAL VIDEO EMAIL

All Professional Services Firms struggle with communicating to highly diverse, mobile workforces operating around the globe. While email is the most *frequently* used communications tool, in-person interaction is rated most *effective*. Companies can now replace text email with the best alternative to face-to-face communication, Virtual Video Email.

Virtual Video Email focuses on improving the effectiveness of *workforce communications*, a key driver of performance and employee engagement.



Click to Play Human Resources Video



Click to Play Team Lead Video



Click to Play CEO Video

## THE VIRTUAL VIDEO EMAIL IMPACT

### Improve message clarity and avoid multiple interpretations.

Virtual Video Email allows you to effectively manage message consistency to quickly get diverse employees on the same page.

### Inbox differentiation and a raised level of message importance.

Virtual Video Emails are more apt to be opened and read and impact employee perceptions about the relative importance of your messages.

### Increase Leadership Visibility and Effectiveness.

Virtual Video Email enables leaders at all levels to spontaneously connect with employees, delivering meaningful communications more effectively than with text email messages.

### Appeal to a younger demographic dissatisfied with traditional communication channels.

Younger employees want more effective and impactful communication than text email provides. Virtual Video Email appeals to this tech-savvy group.

### The potential applications for Video Email are constrained only by your imagination.

#### Potential users:

Senior Executives  
Leadership Teams  
Human Resources

Corporate Marketing  
Account Managers  
Client Delivery Teams

## HOW VIRTUAL VIDEO EMAIL WORKS

Sending Virtual Video Email is as easy as creating a video message on your computer, selecting a template and hitting the “send” button. Recipients merely click on a hyperlink and the video message plays automatically. Simple, powerful, effective!