With eCoaching there are a lot of benefits to consider. For example, patients don’t have to travel to another city, possibly during rush hour, because they can just do the therapy at home. The virtual environment in which the patients have to do their therapy session can be manipulated in every way, whereas real life with real human beings cannot. Examples of manipulations are: Gender, age and ethnicity for the avatars but also the quantity of avatars in the virtual environment as well as all the responses that each avatar can give.

This eCoach therapy isn’t a replacement for the actual therapist, it is only a form of treatment, which is still guided by a real therapist but now doing it from the convenience of his own home. Because the therapy is now in a digital from, all progress that a patients makes and all parameters that can be measured from a patient, such as SUD scores, can be automatically saved and send to a database. So the therapist doesn’t have to do it himself and he/she can have access to it anywhere and anytime in the form of diagrams and/or graphs.

The eCoach can also talk outside the exposure to the patient, about what the patient experiences outside the sessions in real life for example. Now the therapist also does, but most of the time the therapist feigns interest, he/she only does it as a courtesy to the patient.

Because the therapist doesn’t need to do everything by himself during an exposure session, it reduces the workload of a therapist. Now the therapist has more time to closely monitor the patient’s progress and can adjust treatment accordingly. Also he is able to deal with more patients because of the time benefit.[7]