The University of South Africa (Unisa), is an open distance learning institution (ODL) which aims to “bridge, amongst others, the time, geographical, economic, and educational and communication distances between students and the institution” (Liebenberg & Chetty 2011). The Unisa Directorate for Counselling, Career, and Academic Development (DCCAD), in its attempt to reduce the impact of distance on students, has introduced on-line counselling. Finn and Barak (2010) define on-line counselling as “a therapeutic service delivery by a helping professional over the internet, text, audio and/ or video”. According to Akmehmet-Sekerler (2008), and Fletcher-Tomenius and Andreas Vossler (2009), there are benefits and limitations to on-line counselling. However, the limitations cannot impede the use of on-line counselling due to the worldwide use of technology in the world and among young people. E-counselling is a fairly new way of rendering counselling services, specifically at Unisa, for both the counsellors and the students. According to Akmehmet-Sekerler (2008), “… online client experiences were addressed to some extent, online counselors' points of view have been much neglected in most writings”. The purpose of this study is, therefore, to explore the experiences of counsellors who offer counselling by e-mail from DCCAD. This study will inform the DCCAD on how to develop and support the counsellors to ensure quality service.

**KEY TERMS:** e-counselling, counselling by e-mail and open distance learning institution