



Virtual Training Session on Communication as a Tool for Customer Engagement and Retention (CVT)

7th April, 2025

Participant Profile:

Executives, team leaders, managers of customer service department of Insurance Companies.

PROGRAM DURATION & TIMING:

Duration: 1 day

Time: 10.30 a.m. to 01.30 p.m.

PROGRAM COORDINATOR:

Mr. Krishnamohan Y

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PROGRAM FEES:

₹ 1,500/- + GST

**FOR REGISTRATION
CLICK HERE**

Certificate of Participation:

Online Certificate in PDF format will be issued to all the participants.

WEBSITE:

www.insuranceinstituteofindia.com

Program Concept and Objectives:

In the modern business landscape, effective communication is a cornerstone of building strong customer relationships. This program aims to empower participants with the skills and strategies needed to engage customers meaningfully and ensure long-term retention.

The key objectives of this training program are to:

- Enhance communication skills tailored to diverse customer needs.
- Equip participants with tools to foster customer trust and loyalty.
- Address challenges in customer engagement through proactive communication.
- Strengthen relationships by providing personalized and impactful interactions.

COI has created '**Virtual Training (CVT) Rooms**' as a cost-effective mechanism for participants to equip participants academically at their respective locations.

Program Content: The training is designed around the following core modules:

- 1. The Fundamentals of Effective Communication**
 - Understanding verbal and non-verbal cues.
 - Adapting communication styles to match customer preferences.
- 2. Building Rapport and Trust**
 - Techniques to create a positive first impression.
 - Maintaining authenticity and empathy in conversations.
- 3. Active Listening Skills**
 - Recognizing and responding to customer concerns.
 - Asking the right questions to uncover needs and expectations.
- 4. Handling Difficult Interactions**
 - Strategies for managing conflicts calmly and professionally.
 - Transforming challenges into opportunities for trust-building.
- 5. Leveraging Technology for Communication**
 - Using CRM tools to personalize customer interactions.
 - The role of automation in enhancing engagement.

Key Takeaways from the program:

- Demonstrate refined communication techniques that drive customer engagement.
- Understand the importance of active listening and empathy in building trust.
- Be equipped to handle complex customer scenarios effectively.
- Leverage modern tools to enhance communication efficiency and impact.

Conclusion Strong communication is not just a skill - it's a competitive advantage. This program prepares participants to harness the power of effective communication to build lasting customer relationships, enhance satisfaction, and drive organizational success.

Program Team:

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Program ID : CPL