



Classroom Training Session on Elevate Your Brand Through Operational Excellence in Customer Service (CT)

8th to 9th April, 2025

Participant Profile:

This program is intended for the operations executives, Managers and senior managers of Life Insurance companies, corporate agents and Broking companies.

PROGRAM DURATION & TIMING:

Duration: 2 days

Time: 10.00 a.m. to 05.00 p.m.

PROGRAM COORDINATOR:

Mr. Krishnamohan Y

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PROGRAM FEES:

Residential Participants:

₹ 11,000/- + GST

Non-residential participants:

₹ 8,000/- + GST

**FOR REGISTRATION
CLICK HERE**

PROGRAM VENUE:

College of Insurance

Insurance Institute of India,
Plot No. C-46, G-Block,
Bandra-Kurla Complex,
Mumbai - 400 051.

Please follow the link /
scan QR Code for
training venue



<https://qr.go.page.link/qs2Qb>

WEBSITE:

www.insuranceinstituteofindia.com

Program Concept and Objectives:

Elevate Your Brand through Operational Excellence in Customer Service

In today's competitive landscape, your brand isn't just a logo or a tagline - it's your unique promise to customers. But promises are only as strong as the actions behind them. Exceptional customer service is where your company's core values come alive, transforming abstract ideals into real, tangible experiences at every customer touchpoint.

What sets your company apart isn't just what you say but how you make customers feel. By empowering your team with *well-defined behaviours*—practical, branded tools, phrases, and resources for authentic customer interactions—you can build stronger connections and a truly differentiated identity.

In an age where trust is hard-earned and social media amplifies every success and shortfall, customers demand more than catchy phrases. They seek consistency, authenticity, and excellence in every interaction. The most successful companies don't just talk about their values - they live them, proving their commitment through every customer experience.

With this in mind, the **College of Insurance** presents an exclusive program designed to explore the critical connection between **Operational Excellence in Customer Service** and the **brand image of insurance companies**. This program will empower you with actionable strategies to align your service delivery with your brand promise, creating lasting impressions that drive trust, loyalty, and success.

Join us to redefine excellence in customer service and take your brand to the next level!

Key Takeaways from the program: The participants of the program will understand and appreciate the following

- **Brand & the Buyer:** What brand means for a customer-How it influences the buyer behavior
- **The Customer Experience-CX:** Who are our customers? What is customer service, The service providers and the customer perceptions, empathizing with the customer, Customer touch points & what are the pain points, the Customer journey, *All is well that ends well-CASE STUDY*
- **Interaction with Customers through tele-calling:** The positives and negatives of a tele-calling. Its limitations. The telephone talking etiquette. Objection handling while on call. *The 3F model-CASE STUDY*
- **Customer Interaction Face to Face:** The duck and mail requests, prioritizing the requests. Listening, *The communication with the customer, The tone-ROLE PLAY*
- **The customer service-the repeat sale:** Customer Experience- improving the persistency & repeat business opportunity
- **The WOW feeling for the customer:** Anchoring of self for a WOW feeling of customer. The TIPS, How the Operational Excellence transforms the customer and build future generation of customers.

Program Team:

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