

Virtual Training Session on Life Insurance Policyholders Service and Protection of Policy Holders Interest (CT) on 16th May, 2025

Program Concept and Objectives:

Customer satisfaction and customer engagement is very essential since the nature of the life insurance business is unique. The contracts and therefore the relationship between the Insurer and the Policyholder are very long term and insurance contracts involve many intricacies. The insurance companies have to deal with the nominees of the Policyholders in many situations. The service experience given by the Insurance Company at various stages of the Customer Journey from Sales to the Claim settlement important determinant in Customer satisfaction and Value proposition.

IRDAI (Protection of Policyholders Interests) Regulation, 2017 has been notified with the objective of ensuring that interests of insurance policyholders are protected at all times and to ensure that insurers, distribution channels and other regulated entities fulfil their obligations towards policyholders and put in place standard procedures and best practices in sales and service of life insurance policies.

Key Takeaways from the program: The participants of the Program will gain the knowledge and insights into

Customer service

- The ten customer service skills
- Acquiring professionalism in customer service
- The customer service management
- Achieving excellence in Customer service
- Dealing with challenging customers
- To make your company the most recommended one by your customers
- Customer satisfaction and loyalty: Strategies and Measurement

Policyholder protection:

- Steps Taken by IRDAI to Safeguard the Interests of Policyholders
- All the important provisions of IRDAI Protection of Policyholders Interest Regulations 2017
- Necessity and contents of industrial risk inspections and continuous risk improvements
- Handling the marketing role and communications for covering the large-corporate risks
- Learning on rating procedures and RI
- Understanding the nuances of Fire, IAR and Mega risk covers, exclusions and Add-Ons
- Handling the large and catastrophe-caused claims effectively
- Relevance of complete de-tariffing to product designing

Participant Profile: Junior to Middle level Executives working in CRM, Customer facing, frontline positions in Life Insurance Companies, Broker firms, Corporate Agents.

Program ID : CPL

PROGRAM DURATION & TIMING:

Duration: 1 day
Time: 10.30 a.m. to 05.30 p.m.

PROGRAM COORDINATOR:

Mr. Judhajit Sen
Email: j.sen@iii.org.in
Contact No: 033 48078763

PROGRAM FEES:

Non-residential participants:
₹ 2,500/- + GST

**FOR REGISTRATION
CLICK HERE**

PROGRAM VENUE:

College of Insurance
Insurance Institute of India,
2nd Floor – 2A & 2C,
CBD/1, Synthesis Business Park,
Action Area II, Newtown,
Kolkata – 700 156.

Please follow below link for
Training Venue

[Click Here](#)

Program Team:

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