



**College of Insurance**  
**Insurance Institute of India, Mumbai**  
**Virtual Training Session on Customer Engagement-  
Retention through better Customer Experience (CVT-CE)**  
**(On : 29<sup>th</sup> November, 2024)**

**Program Concept and Objectives:**

Customers are core to any business. If customer service department/teams of your company develop strong interpersonal skills, they can engage your customers better and provide better Customer Experience and with that building life time value becomes possible. Happy customers will become advocates for your business. They defend, promote and recommend your business. Satisfied Customers are also more forgiving when things don't go to plan. Acquiring new customers can be challenging—and often expensive—so once someone makes a purchase, it makes sense that you'd work as hard as possible to retain them with your company as long as possible-more often than not till the end of the product life cycle.

Keeping the above background in mind, the College of Insurance has designed the one day *"Virtual Training Session"* on this crucial topic keeping the needs and convenience of Customer facing executives and other employees of Insurance companies.

**Key Takeaways from the Program:**

The participants of the above training session will have knowledge and understanding of

- Present day Life Insurance Customers
- Customer Life Time Value
- Emotional Intelligence and Communication Skills in Customer Service
- Out of the box, Extra Mile activities for Customer Experience
- Creating Wow- The Customer Delight
- Grievance Handling & Winning back the lost Customer
- Technology in Customer Service- Improving the access, experience

**Participant Profile:**

Frontline employees and junior to middle level executives in Operations, Customer Service, CRM functions of Life Insurance Companies.



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**Program Coordinator:**

Dr Ramesh Kumar Satuluri

022-69654263

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**Program Duration & Timing:**

1 day from 10.00 a.m. to 05.00 p.m.

**Program Fees:**

The Program Fees: Rs.3540/- (Rs. 3000/- + 9% CGST + 9% SGST)

**How to Enroll:**

Please click the below link to register the program

[https://www.insuranceinstituteofindia.com/o/COI\\_WebPortal/cmc/eventDetails?eventid=2245](https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=2245)

**Certificate of Participation:**

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

**Program Team:**

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