

# Insurance Institute of India, COI, Mumbai

## Virtual Training Session on

### Transforming Customers into Brand

### Ambassadors Strategy for Insurance (CVT) - 6<sup>th</sup> May, 2025

#### Program Concept and Objectives:

In today's hyper connected world, customers have become the most powerful influencers for business. Satisfied customers can become brand ambassadors, voluntarily promoting a brand to their networks, driving loyalty and fuelling growth. When customers feel valued, heard and empowered they become invested in the brand's success. They share their positive experiences with others, defend the brand against criticism and provide valuable feedback to improve the business. In essence, they become the co-creators of the brand's success story. Insurance companies in India are recognizing the importance of turning satisfied customers into brand ambassadors, who can voluntarily promote their brand to others. This virtual session aims to equip insurance professionals with the knowledge and skills necessary to transform customers into Brand Ambassadors.

Upon completion of this 3-hour virtual session, participants will be able to:

- Understand the importance of customer advocacy in the insurance industry.
- Identify strategies to deliver exceptional customer experiences and build loyalty.
- Develop effective techniques to encourage customer referrals and word-of-mouth marketing.
- Learn how to measure and track the impact of customer advocacy on business growth.

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

#### Key Takeaways from the program:

- Insights into the importance of customer advocacy in the insurance industry
- Strategies for delivering exceptional customer experiences and building loyalty
- Techniques for encouraging customer referrals and word-of-mouth marketing
- Best practices for measuring and tracking the impact of customer advocacy

#### Participant Profile:

- Insurance professionals: Agents, advisors, brokers and sales teams from life insurance companies.
- Marketing and customer experience teams: Professionals responsible for developing and implementing customer experience and marketing strategies. e.g. Branch Managers, Development Officers.
- Customer service teams: Professionals responsible for delivering customer service and support .e.g. Customer Relationship Executives, HOD (Policy Servicing), HOD (Claims).
- Business leaders: CEOs and other senior executives from insurance companies.

#### PROGRAM DURATION & TIMING:

Duration: 1 day  
Time: 10.30 a.m. to 01.30 p.m.

#### PROGRAM COORDINATOR:

**Mr. Subash Pattanayak**  
Email: [pattanayak@iii.org.in](mailto:pattanayak@iii.org.in)  
Contact No: 022-69654204

#### 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](http://www.insuranceinstituteofindia.com)

#### Program Team:

Ms. Nilambari Bagde	college_insurance@iii.org.in	022-69654234
Ms. Yogeeta Kulkarni		022-69654255
Mr. Sujay Mahadik		022-69654251
Mr. Vivek Rane		022-69654284
Ms. Akshara Nagpal		022-69654266
Ms. Jayashree Salian		022-69654249
Ms. Sneha Pednekar		022-69654270
Ms. Mrunal Satam		022-69654216

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