



# College of Insurance Insurance Institute of India, Kolkata Virtual Training Session on Communication as a Tool for Customer Engagement and Retention (CVT-CTCE&R) (On: 4<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 maintain good communication with your customers and build lasting relationships. Happy customers will become advocates for your business. They promote and recommend your business. But, they are also more forgiving when things don't go to plan. Communication in respect of customer service refers to the exchange of information between a customer and a company while resolving the customers' issue. From email responses to social media updates and phone calls there are so many different ways to communicate with your customers and offer assistance.

Excellent customer service communication requires skills like speaking and writing clearly, effectively and courteously. One needs to employ empathetic listening when communicating with customers. It should never be lost sight of that communication is a two-way street. This one day virtual training program primarily focuses on the basics of communication in a customer interface by grooming the participants on the manners, etiquette and skills of communicating online, face to face for making an lasting positive impression.

## Key Takeaways from the Program:

The participants of the program will gain the knowledge and insight into the following

- Knowing the customer journey, Customer Life Time value
- Experiential Marketing & moving in the value- Chain
- Making a positive and lasting impression.
- Professional way of handling or managing telephone talk
- The E-mail etiquette - Understanding and practicing
- Dealing with difficult situations and handling tough customers
- Dealing with customers face to face and over phone with active Listening
- Preparing for greater service standards

## Participant Profile:

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



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## Program Coordinator:

Mr Judhajit Sen, Faculty

Email: [j.sen@iii.org.in](mailto:j.sen@iii.org.in)

## Program Duration & Timing:

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

## Program Fees:

The Program Fees: Rs.3, 540/- (Rs. 3,000/- + 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=2113](https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=2113)

## Certificate of Participation:

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

## Program Team:

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