

College of Insurance

Insurance Institute of India, Mumbai

Classroom Training Session on Achieving Excellence in Customer Experience (CT-AECE)

(From: 8th to 9th July, 2024)

Program Concept and Objectives:

The Brand is often summarized as a company's unique promise to its customers. Customer service brings a company's core values to life by demonstrating them through each customer touch point. A company's core values differentiate a company and give it an identity. "Well-defined behaviours" are branded content, phrases and resources that associates can use in specific customer interactions. Adapting is key, because it's what transforms your brand from an abstract, one-size-fits-all concept into a meaningful way to connect with each customer. The new age customers don't trust easily any catch phrase, tagline. With Facebook and Twitter at a click, they're quick to point out when companies fail to meet their expectations. That's why the best companies demonstrate who they are through every Customer interaction.

With this back ground in mind College of Insurance has designed this program to delve into how to achieve Operational Excellence in Customer Service and how it is intricately connected to the brand image created of the Insurance Company.

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 influence the buyer behavior
- **The Customer Experience-CX:** Who are our customers? What is customer service, The service providers and the customer perceptions, empathizing 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. It 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-CASE STUDY
- **The customer service-the repeat sale:** Customer Experience- improving the persistency & repeat business opportunity-CASE STUDY
- **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-CASE STUDY



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Participant Profile:

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

Program Coordinator:

Mr. Krishnamohan Y – 022-69654209 Email: ykmohan@iii.org.in

Program Duration & Timing:

2 days & from 10.00 a.m. to 05.00 p.m.

Program Fees:

- **Participants requiring residential facilities:** Total amount Required –Rs. 11800/- i.e. (Rs. 10000/- plus 9% CGST + 9% SGST).

The fees cover tuition, course material, A/C single room accommodation in the Institute's campus and full boarding (bed tea/coffee, breakfast, lunch, light refreshments in the evening and dinner). All rooms are fully furnished with attached bathroom and Internet facility.

Rooms are reserved from 12.00 noon onwards the day prior to the commencement of the program. The participants can stay till 12.00 noon next day after the conclusion of the program.

- **Non-residential participants:** Total amount Required –Rs. 8496/- i.e. (Rs. 7200/- plus 9% CGST + 9% SGST).

The fees cover tuition, course material and day boarding (i.e. tea/coffee during tea breaks and lunch for actual days of training).

Payment Terms and Conditions:

- 1) The payment should be received by the College of Insurance before the commencement of the program.
- 2) The confirmation of registration for the program will be subject to receipt of payment.

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3) Please see below details for Bank Transfer.

Name of the Beneficiary	Insurance Institute of India
Account No.	004010100143462
IFS Code	UTIB0000004
MICR Code	400211002
Swift Code	AXISINBB004
Name of Bank	Axis Bank Ltd
Address	Branch - Fort Branch Address - Universal Insurance Building, Ground Floor, Sir P M Road, Fort, Mumbai - 400001.

4) For online payment mode by following the below link

https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=2146

Program Venue, Location and Parking:

Program Venue:

College of Insurance,
Insurance Institute of India,
C-46, G-Block, Bandra-
Kurla Complex,
Mumbai - 400 051 India.

Please follow the link /
scan QR Code for
training venue.



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

Public parking available at 5 minutes walking distance (Behind US Consulate).

Program Team:

Ms. Nilambari Bagde	college_insurance@iii.org.in	022-69654234
Mr. Sujay Mahadik		022-69654251
Ms. Akshara Nagpal		022-69654266
Ms. Jayashree Salian		022-69654249
Ms. Mrunal Satam		022-69654216