

College of Insurance

Insurance Institute of India, Mumbai

Virtual Training Session on Digital Marketing in Life Insurance (CVT-DMLI), (On: 22nd July, 2024)

Program Concept and Objectives:

The Indian Government has been championing the cause of a technologically advanced India through its Digital India initiative. This initiative extends to various sectors, including insurance, with the Insurance Regulatory and Development Authority of India (IRDAI) introducing regulations to encourage the integration of digital technologies. Measures such as the introduction of e-insurance accounts, e-signatures, electronic Know Your Customer (KYC) processes and enabling totally seamless digital customer onboarding have been implemented in recent years. The upcoming launch of BIMA SUGAM by IRDAI is highly anticipated and is expected to be a transformative event similar to the impact of UPI (Unified Payments Interface) for customers. The online channel has become a crucial distribution platform, particularly for the young millennials and Gen Z. Insurers are leveraging online marketing to rapidly connect with new prospects and existing customers. This approach also aims to develop an Insure tech ecosystem that facilitates end to end processes such as risk assessment, pricing, and claims handling.

Keeping the above developments in view, the College of Insurance has designed this program to provide a distinctive opportunity to gain insights from Digital Specialists with a wealth of industry knowledge. Additionally, participants will have the chance to engage with them fostering a collaborative environment where best practices from across the industry can be shared and applied for mutual benefit.

Key Takeaways from the Program:

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

- The changing context of digitization in Life Insurance, Regulatory Push
- Future of Life Insurance Distribution through e-platforms
- Digitization in servicing areas for enhanced customer satisfaction
- Digital edge in various aspects of insurance operations for ensuring high level of customer satisfaction, retention with a bonding with the company
- Meeting the expectations of millennials, through available and growing digital resources, in both sales and servicing
- Effective usage of social media in marketing

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Participant Profile:

Advisors, field officials and executives working in marketing from various life insurance companies as well as those working in broking firms, others interested in this subject.

Program Coordinator:

Mr. V Jayanth Kumar 022-69654285 Email: vjayanth@iii.org.in

Program Duration & Timing:

1 days & from 10.00 a.m. to 01.00 p.m.

Program Fees:

The Program Fees: Rs.1770/- (Rs.1500/- + 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=2152

Certificate of Participation:

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

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