



College of Insurance Insurance Institute of India, Mumbai

Classroom Training Session on Communication as a Tool for Customer Engagement and Retention (CT-CTCER) (On: 13th August, 2024)

Program Concept and Objectives:

Customers are core to any business. When customer service teams of the Insurer develop strong interpersonal skills, they can maintain good communication with customers and build lasting relationships. Happy customers will become advocates for your business. They promote and recommend your business. Happy Customers are also more forgiving when things don't go to plan. Excellent customer service communication requires skills like speaking and writing clearly, effectively, efficiently, and politely. Empathetic listening fosters a feeling of being cared for in the Customers and can be helpful in establishing long term or even life time relationships and value to the Insurer.

With the above background of crucial role of Communication skills in Customer Engagement and Retention, The College of Insurance has designed a One day Class Room training Program for Customer facing frontline employees to equip them with these skills. This 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 ever lasting impression.

Key Takeaways from the Program:

The participants of the program will be able to understand and appreciate the following

- The customer journey
- How to create an everlasting and favorable first impression on the Customer
- Professional way of handling or managing tale-phone talk
- The E-mail etiquette
- Dealing with difficult situations and handling tough customers
- Prioritizing the e-mail communication
- Dealing with customers face to face and over phone with active listening
- Preparing for a greater service standards day after day

Participant Profile:

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



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Program Coordinator:

Mr Krishnamohan Y

022-69654209

Email: ykmohan@iii.org.in

Program Duration & Timing:

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

Program Fees:

- **Participants requiring residential facilities: Total amount Required –Rs. 5900/- i.e. (Rs. 5000/- 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. 4248/- i.e. (Rs. 3600/- 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=2167

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://qrgo.page.link/qs2Qb>

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

Program Team:

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| 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 |