



College of Insurance Insurance Institute of India, Mumbai

Virtual Training Session on Communication as a Tool for Customer Engagement and Retention (CVT-CTCER) (On: 5th 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 Virtual training Program to 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.

COI has created '*Virtual Training (CVT) Rooms*' to conduct training program in a cost-effective manner for participants to equip themselves academically at their respective locations.

Key Takeaways from the Program:

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

- The customer journey
- How to an everlasting and favourable 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



College of Insurance Insurance Institute of India, Mumbai

Virtual Training Session on Communication as a Tool for Customer Engagement and Retention (CVT-CTCER) (On: 5th August, 2024)

Participant Profile:

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

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:

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://insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=2167

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