



College of Insurance Insurance Institute of India, Mumbai

Virtual Training Session on Understanding Consumer Behaviour in Insurance Sales Management (CVT-UCB) (On: 23rd October, 2024)

Program Concept and Objectives:

Consumer behavior plays a crucial role in shaping the landscape of the insurance industry, exerting influence across all facets of sales and management. To effectively navigate this terrain and thrive in the competitive Life Insurance industry, it is imperative for insurance companies to comprehend the intricacies of consumer behavior, spanning elements such as the psychology of insurance purchases, risk aversion, loss aversion, perceived value, trust, behavioral economics, decision heuristics, and the impact of technology and social media. Technological Evolution and shifting market dynamics necessitates the implementation of a customer-centric approach, the integration of digital technologies to ensure a seamless customer journey, the cultivation of trust through transparency, responsiveness to emerging trends, and the adjustment of sales approaches to align with evolving consumer preferences. Establishing lasting relationships with consumers becomes paramount for insurers to successfully strategize and explore the nuances of the Insurance Sales Management System, all the while remaining attuned to consumer needs and preferences.

Keeping the above background in view this program is designed to delve into the intricate relationship between consumer behavior and insurance sales management, shedding light on pivotal factors that shape purchasing decisions. The aim is to provide participants with valuable insights and effective strategies for success in this dynamic landscape.

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 program is designed to provide insights to the participants in the following areas:

- Emerging Market Trends and shifts in consumer behavior
- Social Media Marketing and its role in influencing consumer decisions and strategies for effective social media marketing
- Use of Big Data in Personalized Marketing and how big data analytics can be leveraged to tailor marketing strategies, ensuring a personalized approach that resonates with individual consumer needs



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- Customer-Centric Approach and focusing on meeting their unique needs and expectations for long-term relationships and loyalty.

Participant Profile:

Junior and Middle level Executives and officials more specifically those working in Digital Marketing/Direct Marketing/ Conventional Marketing and CRM Department.

Program Coordinator:

Mr. S C Pattanayak

022-69654204

Email: pattanayak@iii.org.in

Program Duration & Timing:

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

Program Fees:

The Program Fees: Rs.1770/- (Rs. 1,500/- + 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=2229

Certificate of Participation:

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

Program Team:

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