



Virtual Training Session on Communication as a Tool for Customer Engagement and Retention, Program ID – CPL1 & On 21st April, 2023



Customers are core to any business. If customer service department/teams of your company develop strong interpersonal skills, they can maintain good communication with your customers and build lasting relationships.

Happy customers will become advocates for your business. They promote and recommend your business. But, they are also more forgiving when things don't go to plan.

Communication in respect of customer service refers to the exchange of information between a customer and a company while resolving the customer's issue. From email responses to social media updates and phone calls – there are so many different ways to communicate with your customers and offer assistance.

Excellent customer service communication requires skills like speaking and writing clearly, effectively, efficiently, and politely. You need to employ empathetic listening when you're communicating with customers. Remember, communication is a two-way street.

PROGRAM OVERVIEW.

This course 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' as a cost-effective mechanism for participants to equip themselves academically at their respective locations. The above program of 2 days duration will impart knowledge in the relevant areas on "Management of Renewable Energy Insurance.

Program Objectives:

- ❖ Knowing the customer journey
- ❖ Professional way of handling or managing tale-phone talk
- ❖ Dealing with difficult situations and handling tough customers
- ❖ Dealing with customers face to face and over phone-Listening is a skill
- ❖ Making an everlasting first impression
- ❖ The Email etiquette-Understanding and practicing
- ❖ Prioritising the e-mail communication
- ❖ Preparing for a greater service standards day after day

Participant's Profile: Executives, team leaders, managers of customer service department of Life Insurance companies.

Duration	Date	Time (IST)	Hours
One Day	21 st April 2023	10.00 hrs. – 5.00 hrs.	06.00 Hours/Day

Course Fees: Rs.3540/- (Rs.3000/- + 9% CGST + 9% SGST)

How to enroll: [Click here for Registration](#) and any help/queries please mail to college_insurance@iii.org.in

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

Program Coordinator: Mr Basant Nayak, Principal, (Email id: bk.nayak@iii.org.in, Mob.no. +91 8335080196) (Contact Mr Mafikul for any preliminary information on Mob. +91 9433529039)

For enrolment and technical support call	Name	Contact No.	Name	Contact No.
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