

Virtual Training Session on Customer Engagement and Retention in Insurance Industry (CVT-CE&RLII) 4th February 2022

In today's marketing world consumer is considered to be the King. The customer is the purpose of any business and there is no business without the Customer. The success of any business depends up on the size of the Customer base. This will help the business to grow vertically and horizontally. It also helps in achieving its goals in showing good performance in top line and bottom line. This is very much relevant and significant in respect of Life Insurance Business.



The life insurance contracts are of long term nature and the contractual relation spreads over a long term say for 10 to 20 years. During this long term the Insurance Company will have to deliver various types of services and ultimately pay Death Claim to the nominee or Maturity Claim to the Policyholder. In this process Life Insurance has lot of touch points with the Policyholders. The quality of service may be evaluated by the Policyholder and he will be judging the service quality. Therefore, service should be differential and should give value addition. This will go a way for deriving satisfaction to the customer.

An insurer can find lot of potential in its customers. The potential is by way of present potential and future potential. This also can be called as life time value of the Customers. A satisfied Policy holder not only continues his Policy without lapsing the current policy but he will also take more new Policies for the various needs arising during his life time and of his spouse and children. In addition to this he will also advocate for the Company spreading its image which result in more customers attracted to the company.

Therefore customer retention and customer engagement Philosophy and strategy is very important for any business to build up customer base, more so for life insurance business. COI has created '**Virtual Training (CVT) Rooms**' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

Programme Objectives: To discuss the various topics like Customer Service, Customer Engagement and Customer Grievance Redressal to retain Policyholders and to tap the life time potential of the customers in the changing economic environment and technology.

Programme Topics:

- ✚ Customer retention strategy
- ✚ Customer Engagement and Grievance redressal
- ✚ CRM and leveraging the latest IT techniques like AI in customer service

Participants Profile: Executives working in Insurance Companies, Broker Firms and Specified Persons from Banks, Corporate Agents, etc.

Duration	Date	Time (IST)	Hours
One Day	4 th February 2022	10.30 hrs. - 13.30 hrs.	03.00 Hours

Course Fees: Rs.1770/- (Rs.1500/- + 9% CGST + 9% SGST)

How to enroll: [Click here for Registration](#) and for 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.

Programme Coordinator: Mr. P.K. Rao, Faculty (Email id: pkrao@iii.org.in, Mob.no. +91 9819157501)

For enrolment and technical support call / whatsapp on	Name	Mobile No.	Name	Mobile No.
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