

**College of Insurance
Insurance Institute of India, Mumbai
Customer Relationship Management
Program ID: CPC8
(From: 10th to 11th August, 2020)**

Relevance of the Program:-

Peter Drucker said that the 'purpose of a business is to create a customer'. The only way to do that is to add distinctive customer value that would excite and win customers for life. The heart of customer value in services like insurance lies in the relationships that insurers build with customers in the course of the customers' journey and the experiences that they are able to offer through various customer engagements going beyond servicing the contract. One of the biggest challenges insurers [life and general] and insurance intermediaries face today is about how to engage and win customers for life in a vastly changed milieu that has been impacted by digital transformation, millennial and generation Z aspirations and a fundamental shift in the nature of marketing itself.

This programme seeks to offer fresh perspectives and an enhanced understanding of tools and interventions for engaging customers and enhancing Customer Life time value.

Program Objective:-

- The 2 day programme helps participants to learn how to develop a bond with the customers in an age where there is a complete change in lifestyle and thinking philosophy and also understand how to leverage technology and data to create a workable CRM in order to optimise the conversion. These strategies developed are now encapsulated into a 2 day training programme

Participant Profile:-

Executives handling Customer Relationship functions at corporate offices and Divisional / Branch Managers of General and Life Insurance Companies having direct/indirect client dealings. The Business/ Customer service heads of Brokers may also attend the same.

Course Coordinator:-

Dr. S Kutty. – 022-26544296 Email: skutty@iii.org.in

Program Duration & Timing: -

2 days & from 10.00 a.m. to 05.00 p.m.

Course Fees:-

- **Participants requiring residential facilities: Total amount Required –Rs. 11800/- i.e. (Rs. 10000/- 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. 8496/- i.e. (Rs. 7200/- 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).

Training Venue:-

Please follow below link / QR Code for Training Venue

<https://qrgo.page.link/qs2Qb>



Parking Facility:-

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

Respond to:-

Ms E. D'souza	college_insurance@iii.org.in	022-26544210
Mr D V Govekar		022-26544247
Ms S S Vaidya		022-26544266
Ms A P Dalvi		022-26544254
Mr P M Tare		022-26544251
Ms N B Bagde		022-26544234

**College of Insurance
Insurance Institute of India,
G Block, Plot No. C – 46, Near American Consulate, Bandra Kurla Complex,
Bandra (East), Mumbai – 4000051**

Information for Registration

Registration:-

- To register online, visit menu Enrolment – Online Enrolment on website www.coi.org.in else follow link - <http://www.coi.org.in/web/guest/programme-calendar>
- For offline registration, mail us at college_insurance@iii.org.in and please see below details for bank transfer.

Name of the Beneficiary:-	Insurance Institute of India
Name of Bank & Address :-	Axis Bank Ltd, Fort Branch, Jeevan Prakash Building, Sir P M Road, Mumbai – 400001.
Account No.:-	0040 10100 143462
IFSC Code:-	UTIB 000 000 4
MICR Code:-	400211002
Swift Code:-	AXISINBB004

- The confirmation of registration for the program will be subject to receipt of payment before the commencement of the program.

Training Venue:-

Insurance Institute of India, (College of Insurance), G Block, Plot No. C – 46, Near American Consulate, Bandra Kurla Complex, Bandra (East), Mumbai – 4000051

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Nomination Form

- 1) Participant Name: _____
- 2) Program Name: _____
- 3) Program Period: _____
- 4) Address: _____

- 5) Educational Qualification: _____
- 6) Date of Birth: _____
- 7) Position Held: _____
- 8) Mobile No: _____
- 9) Telephone No.: _____
- 10) E-Mail: _____
- 11) Alternate E-Mail: _____
- 12) Sponsoring Organisation: _____
- 13) Food preference: Vegetarian Non-Vegetarian
- 14) Hostel Facility Required: Yes No
- 15) Details of Fee Paid: Cheque / D.D. No. _____ dt. _____
Drawn on _____ Bank, for Rs. _____

Please
affix your
photograph
here

Signature & seal of the authority
of the Sponsoring organisation

Signature of the Participant

*Name of Co-ordinator: _____
Mobile No: _____ Tel. No.: _____
Email-Id.: _____ Company Name: _____

*This column is mandatory for those participants who are sponsored by company.