



Virtual Training Session on Digital Edge/Age in Life Insurance Marketing and Operations – Program ID- CPL2 (From: 24th to 25th April, 2023)



We have been witnessing that despite continuous efforts of all concerned, still a good number of insurable population is still not insured and hence there is huge scope and opportunities for Life Insurance companies to tap the potential. At the same time, they also have to face competition and build capacity so that they are ready for the available opportunities. Besides, India is targeting to insure all by 2047 and so digitalization in insurance marketing and also operations has to play a greater role. Critical to such capacity building to be ready for available opportunities is the updation of knowledge, skill sets for existing and upcoming digital edge/age in insurance marketing and operations that would enable life insurance managers to effectively connect with the end customers.

Keeping the aforesaid in mind, this program is designed to cover the existing and upcoming digital edge/age in insurance marketing and operations. The Program would incorporate various aspects so that participants are not only able to discharge their functional responsibilities more effectively but also build their ability and confidence for taking on higher responsibilities in their organization.

Participation in this course would provide a unique opportunity to learn from esteemed faculties with rich industry experience along with interaction with exchange of ideas with professionals coming from different insurance companies, which can benefit one another with the best practices adopted across the industry.

COI has created 'Virtual Training (CVT) Rooms' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

Program Objectives:

- Review and relook at the existing digitalization in insurance marketing and operations along with emerging trends in the marketplace
- How to use digital resources to expand insurance coverage across the wide spread geographies of India
- Digital edge in various aspects of insurance operations for ensuring high level of customer satisfaction , retention with a bonding with the company
- Changing contours of the digitalization in global life insurance market
- Digitalization and distribution of life insurance in the light of contemporary global practices
- Meeting the expectations of millennials , through available and growing digital resources , in both sales and servicing
- Broad understanding of the Applications of Information Technology in Life Insurance

Participant's Profile: The Program is mainly designed for anyone directly or indirectly involved in marketing and operations of life insurance and so agents, field officials and executives from various life insurance companies as well as those working in broking firms may participate. It may also be useful for insurance professionals seeking to update their knowledge and skills in various aspects of life insurance business.

Duration	Date	Time (IST)	Hours
Two Day	24 th to 25 th April 2023	10.00 hrs. – 5.00 hrs.	06.00 Hours/Day

Course Fees: Rs.7080/- (Rs.6000/- + 9% CGST + 9% SGST)

How to enroll: [Click here to 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.
	Mr. Prashant Tare	022 - 26544251	Ms. Shilpa Vaidya	022 - 26544266
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