



Virtual Training Session on Policyholders Service and Protection of Policy holders' interests in Insurance Companies (CVT-PS&PPIIC) - 26th August 2021

In today's marketing world consumer is considered to be the King. The customer is the purpose any business and there is no business without the Customer. Therefore the activities of a business organisation have to be Customer Centric. Customer Service and Customer engagement plays an important role in Customer satisfaction and Customer Retention. Every customer will have certain basic expectations regarding service quality when they are purchasing a product or a service. Therefore it is essential that service expectations of customer, before, during and after purchase of the product have to be perceived well by the Business organisations. They have to design the activities in such a way that to enhance the level of customer satisfaction.



Customer satisfaction and customer engagement is very essential since the nature of the business is unique. Insurance contracts between the Insurer and the Policyholder are very long term and insurance contracts involve many intricacies. The insurance companies have to with the nominees of the Policyholders in many situations. The service given by the Insurance Company at various stages of the tenure of the policy till settlement of claim and way in which it was rendered is important in Customer satisfaction. The IRDAI has issued regulation for protection of Policyholder' interests. This regulation is called IRDAI (Protection of Policyholders' Interests) Regulation, 2017. The objective of the regulation is to ensure that interests of insurance policyholders' are protected and ensure that insurers, distribution channels and other regulated entities fulfil their obligations towards policyholders and have in place standard procedures and best practices in sale and service of insurance policies.

Keeping above in view, we have designed this programme to appraise the regulatory provisions relating to Protection of Policyholders' Interests and their significance in Policyholders' service. COI has created '**Virtual Training (CVT) Rooms**' as a cost-effective mechanism for participants to equip themselves academically at their respective locations.

Programme Objectives: This is a programme to discuss about the significance of Customer service and Customer Engagement in Insurance Industry and also discuss the regulation relating to the protection of Policyholders interests.

Participant Profile: Executives working in Insurance Companies, Broker firms, Specified Persons working in Banks, Corporate agents, etc.

Duration	Date	Time (IST)	Hours
One Day	26 th August 2021	10.00 hrs. - 13.00 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, Mobile no. +91 9819157501)

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