

#### Program Concept and Objectives:

Customer satisfaction and customer engagement are very essential since the nature of the life insurance business is unique. The life insurance contracts and therefore the relationship between the Insurer and the Policyholder are very long term and insurance contracts involve many intricacies. The insurance companies have to deal with the nominees of the Policyholders in many situations. The service experience given by the Insurance Company at various stages of the Customer Journey from Sales to the Claim settlement important determinant in Customer satisfaction and Value proposition.

IRDAI (Protection of Policyholders' Interests) Regulation, 2024 has been notified with the objective of ensuring that interests of insurance policyholders are protected at all times and to ensure that insurers, distribution channels and other regulated entities fulfil their obligations towards policyholders and put in place standard procedures and best practices in sales and service of life insurance policies.

#### Key Takeaways of the program:

The participants of the Program will gain the knowledge and insights into

##### Customer service

- The ten customer service skills
- Acquiring professionalism in customer service
- The customer service management
- Achieving excellence in Customer service
- Dealing with challenging customers
- To make your company the most recommended one by your customers
- Customer satisfaction and loyalty: Strategies and Measurement

##### Policyholder protection:

- Steps Taken by IRDAI to Safeguard the Interests of Policyholders
- All the important provisions of IRDAI Protection of Policyholders' Interest Regulations 2024

#### Participant Profile:

Junior to Middle level Executives working in CRM, Customer facing, frontline positions in Life Insurance Companies, Broker firms, Corporate Agents.

#### Program Fees:

- Participants requiring residential facilities: Total amount Required – Rs. 12980/- i.e. (Rs. 11000/- 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. 9440/- i.e. (Rs. 8000/- plus 9% CGST + 9% SGST).  
 (The fees cover tuition, course material and day boarding (i.e. breakfast, lunch and tea/coffee during tea breaks for actual days of training).)

**Program Coordinator:** Dr. Ramesh Kumar Satuluri, Faculty, Email ID: [ramesh@iii.org.in](mailto:ramesh@iii.org.in), Contact No: 022-69654263.



Ms. Nilambari Bagde	022-69654234
Ms. Yogeeta Kulkarni	022-69654255
Mr. A. G. Madwal	022-69654254
Mr. P. H. Ekke	022-69654284
Ms. Akshara Nagpal	022-69654266
Ms. Meghana Shrivastava	022-69654249
Ms. Sneha Pednekar	022-69654270
Ms. Mrunal Satam	022-69654216

Any help/queries mail to  
[college\\_insurance@iii.org.in](mailto:college_insurance@iii.org.in)

**Program Date & Duration:**

**2 to 3 February 2026, 2 days (CT)**

**Program Time (IST):**

**10.00 AM to 05.00 PM (6 Hrs. Every Day)**

**Program ID: CPL**