



Virtual Training Session on Customer Service and Claims Management (CVT) 16th June, 2025

Program Concept and Objectives:

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 organization 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 organizations. 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 deal with the nominees of the Policyholders in many situations. The service given by the Insurance Company at various stages of the term of the policy till settlement of claim and way which the service rendered is important in Customer satisfaction.

Claims is an integral and important aspect of any Insurance Company is operations. Claims may be Death claims or Maturity Claims. Policyholders expect that the claims should be settled on time so that the purpose for which the Policy is taken is served. Insurer's credibility depends upon its claim settlement process, the speed at which the claim is settled. Insurer also should ensure that claims should be paid to genuine claimant and genuine contingency. Fraud prevention is also another crucial aspect. Therefore, the Claim Management is very important for any Insurer.

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

Key Takeaways from the program: This is a program to discuss about the significance of Customer service and Customer Engagement in Insurance Industry and also discuss the claims management.

- Importance of Policy Service in Insurance Industry
- Various elements of Policyholders Service Life and General
- Board Policy of Customer Service Policyholders Interest Protection
- Death Claims settlement process
- Settlement of Early Death Claims
- Legal Issues relating to claims
- Impact of early claims on Surplus of an Insurer
- Brand Creation - Role of settlement of Claims.

Participant Profile:

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

Duration	Date	Time (IST)	Hours
One Day	16 th June 2025	10.30 hrs. - 1.30 hrs.	3 Hours

Program Fees: ₹ 1770/- (₹ 1500/- plus 18% GST)

Program Coordinator: Mr. Krishnamohan Y (Email: ykmohan@iii.org.in Contact No: 022-69654209)

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.

Program ID : CPL

PROGRAM VENUE:

College of Insurance
Insurance Institute of India,
Plot No. C-46, G-Block,
Bandra-Kurla Complex,
Mumbai - 400 051.

Please follow the link /scan QR Code
for training venue



<https://qr.go.page.link/qs2Qb>

Program Team:

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