

Insurance Institute of India, COI, Mumbai

Classroom Training Session on

Communication as a Tool for Customer Engagement and Retention (CT) from 11th to 12th August, 2025

Program Concept and Objectives: In the modern business landscape, effective communication is a cornerstone of building strong customer relationships. This program aims to empower participants with the skills and strategies needed to engage customers meaningfully and ensure long-term retention.

The key objectives of this training program are to:

- Enhance communication skills tailored to diverse customer needs.
- Equip participants with tools to foster customer trust and loyalty.
- Address challenges in customer engagement through proactive communication.
- Strengthen relationships by providing personalized and impactful interactions.

Program Content: The training is designed around the following core modules:

- The Fundamentals of Effective Communication
 - Understanding verbal and non-verbal cues.
 - Adapting communication styles to match customer preferences.
- Building Rapport and Trust
 - Techniques to create a positive first impression.
 - Maintaining authenticity and empathy in conversations.
- Active Listening Skills
 - Recognizing and responding to customer concerns.
- Asking the right questions to uncover needs and expectations.
- Handling Difficult Interactions
 - Strategies for managing conflicts calmly and professionally.
 - Transforming challenges into opportunities for trust-building.
- Leveraging Technology for Communication
 - Using CRM tools to personalize customer interactions
 - The role of automation in enhancing engagement.

Key Takeaways from the program: Participants completing this program will:

- Demonstrate refined communication techniques that drive customer engagement.
- Understand the importance of active listening and empathy in building trust.
- Be equipped to handle complex customer scenarios effectively.
- Leverage modern tools to enhance communication efficiency and impact.

Conclusion Strong communication is not just a skill-it's a competitive advantage. This program prepares participants to harness the power of effective communication to build lasting customer relationships, enhance satisfaction, and drive organizational success.

Participant Profile: Executives, team leaders, managers of customer service department of Insurance companies.

Duration	Date	Time (IST)	Hours
Two Days (CT)	11 th to 12 th August 2025	10.00 am - 05.00 pm	6 Hours (each day)

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).)

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How to enroll: [Click here for Registration](#) and for any help/queries please mail to college_insurance@iii.org.in.

Program ID : CPL

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