

Transforming Customers into Brand Ambassadors : Strategy for Insurance (CT) - 8 to 9 September, 2025

PROGRAM CONCEPT AND OBJECTIVES:

In today's hyper connected world, customers have become the most powerful influencers for business. Satisfied customers can become brand ambassadors, voluntarily promoting a brand to their networks, driving loyalty and fueling growth. When customers feel valued, heard and empowered they become invested in the brand's success. They share their positive experiences with others, defend the brand against criticism and provide valuable feedback to improve the business. In essence, they become the co-creators of the brand's success story. Insurance companies in India are recognizing the importance of turning satisfied customers into brand ambassadors, who can voluntarily promote their brand to others. This session aims to equip insurance professionals with the knowledge and skills necessary to transform customers into Brand Ambassadors. Upon completion of this session, participants will be able to:

- Understand the importance of customer advocacy in the insurance industry.
- Identify strategies to deliver exceptional customer experiences and build loyalty.
- Develop effective techniques to encourage customer referrals and word-of-mouth marketing.
- Learn how to measure and track the impact of customer advocacy on business growth.

KEY TAKEAWAYS FROM THE PROGRAM:

- Insights into the importance of customer advocacy in the insurance industry
- Strategies for delivering exceptional customer experiences and building loyalty
- Techniques for encouraging customer referrals and word-of-mouth marketing
- Best practices for measuring and tracking the impact of customer advocacy

PROGRAM DURATION: 2 days

PROGRAM DATE: 8 to 9 September 2025

PROGRAM TIME(IST): 10 AM to 5 PM - (6 Hrs. Every Day)

PROGRAM COORDINATOR: Mr. S C Pattanayak, Faculty
(Email: pattanayak@iii.org.in, Contact No: 022-69654204)

PARTICIPANT PROFILE:

This session is designed for:

- Insurance professionals: Agents, advisors, brokers and sales teams from life insurance companies.
- Marketing and customer experience teams: Professionals responsible for developing and implementing customer experience and marketing strategies .e.g. Branch Managers, Development Officers.
- Customer service teams: Professionals responsible for delivering customer service and support .e.g. Customer Relationship Executives, HOD (Policy Servicing), HOD (Claims).
- Business leaders: CEOs and other senior executives from insurance companies.

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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