

Virtual Training Session on Communication as a Tool for Customer Service Engagement & Retention – Program ID – CPL34 - (On 3rd August 2023)

Customers are core to any business. If customer service department/teams of your company develop strong interpersonal skills, they can maintain good communication with your customers and build lasting relationships. Happy customers will become advocates for your business. They promote and recommend your business. But, they are also more forgiving when things don't go to plan.

Communication in respect of customer service refers to the exchange of information between a customer and a company while resolving the customer's issue. From email responses to social media updates and phone calls – there are so many different ways to communicate with your customers and offer assistance.

Excellent customer service communication requires skills like speaking and writing clearly, effectively, efficiently, and politely. You need to employ empathetic listening when you're communicating with customers. Remember, communication is a two-way street.

COI has created '**Virtual Training (CVT) Rooms**' to conduct training program in a cost-effective manner for participants to equip themselves academically at their respective locations.

Program Objectives: This course primarily focuses on the basics of communication in a customer interface by grooming the participants on the manners, etiquette and skills of communicating online, face to face for making an ever lasting impression.

Program Topics:

- Knowing the customer journey
- Making an everlasting first impression.
- Professional way of handling or managing tale-
phone talk
- The E-mail etiquette-Understanding and practicing
- Dealing with difficult situations and handling tough customers
- Prioritising the e-mail communication
- Dealing with customers face to face and over phone-
Listening is a skill
- Preparing for a greater service standards day after day

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

Duration	Date	Time (IST)	Hours
One Day	3 rd August 2023	10.00 hrs. - 5.00 hrs.	6 Hours

Course Fees: Rs.3540/- (Rs.3000/- + 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 participant

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