

College of Insurance
Insurance Institute of India, Mumbai
Classroom Training Session on Branding through bonding
Program ID- CPL40 (From: 24th to 25th August, 2023)

Relevance of the Program:-

A company's brand is not its slogan. It is a feeling, often a set of values-it's the essential kernel that makes a company memorable and sets it apart. Brand is often summarized as a company's promise to its customers. This is all the most important for a life Insurance company as the Life Insurance product is an Intangible product, and earning the brand power is an essential ingredient for achieving a competitive edge.

Branded customer service brings a company's core values to life by demonstrating them through each customer service interaction. "The unique aspects of a company" are the core values that differentiate a company and give it an identity. "Well-defined behaviours" are branded content, phrases and resources that associates can use in specific customer interactions. Adapting is key, because it's what transforms your brand from an abstract, one-size-fits-all concept into a meaningful way to connect with each customer.

The new age customers don't trust a logo and a catchphrase, and with Facebook, Yelp and Twitter at the ready, they're quick to point out when companies fail to meet their expectations. That's why the best companies demonstrate who they are through every interaction.

When customers reach out to a contact centre, few things are more off-putting than a customer service experience that contradicts what a company says about itself.

Program Objectives:-

- Brand's influence on buyer
- Life Insurance products vs buyer behaviour
- Service is the Key for brand recall
- The customer touch points and customer journey
- Achieving Service excellence-Customer Experience (CX)

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In our program we deal with the following topics

Sr. No	TOPIC	TAKE-AWAY
1	Brand & the Buyer	What brand means for a customer-How it influence the buyer behaviour
2	Life Insurance product category	knowing the human life cycle-Life Insurance product portfolio- Mapping the product to the needs
3	The Customer Experience-CX	Who are our customers? What is customer service, The service providers and the customer perceptions, empathising the customer, Customer touch point's vs a vs pain points, the Customer journey, All is well that ends well.
4	The customer service-the repeat sale	Customer Experience- reduction in lapsation, repeat business opportunity

Participant's Profile:-

This program is intended for the operations/CRM executives, Managers and senior managers of Life Insurance companies.

Course Coordinator:-

Mr. Krishnmohan Y 022-26544209 Email: ykmohan@iii.org.in

Program Duration & Timing: -

2 days & from 10.30 a.m. to 05.00 p.m.

Course Fees:-

- **Participants requiring residential facilities: Total amount Required –Rs. 11800/- i.e. (Rs. 10000/- 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.

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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. 8496/- i.e. (Rs. 7200/- plus 9% CGST + 9% SGST).

The fees cover tuition, course material and day boarding (i.e. tea/coffee during tea breaks and lunch for actual days of training).

Payment Terms and Conditions:-

- 1) The payment should be received by the College of Insurance before the commencement of the program.
- 2) The confirmation of registration for the program will be subject to receipt of payment.
- 3) Please see below details for Bank Transfer.

Name of the Beneficiary	Insurance Institute of India
Account No.	004010100143462
IFS Code	UTIB0000004
MICR Code	400211002
Swift Code	AXISINBB004
Name of Bank	Axis Bank Ltd
Address	Fort Branch, Universal Insurance Building, Ground Floor, Sir P M Road, Fort, Mumbai – 400001.

- 4) For online payment mode by following the below link

https://www.insuranceinstituteofindia.com/o/COI_WebPortal/cmc/eventDetails?eventid=1772

Training Venue:-

Please follow below link / QR Code for Training Venue

<https://qrگو.page.link/qs2Qb>



Parking Facility:-

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Public parking available at 5 minutes walking distance (Behind US Consulate).

Respond to:-

Mr. Vivek Rane	college_insurance@iii.org.in	022-26544297
Ms. Nilambari Bagde		022-26544234
Ms. Snehal Vartak		022-26544251
Ms. Vrushali Nagawekar		022-26544266
Ms. Jayashri Salian		022-26544324
Ms. Sneha Pednekar		022-26544290
Ms. Mrunal Satam		022-26544216

Nomination Form

- 1) Name: _____
- 2) Address: _____

- 3) Educational Qualification: _____
- 4) Date of Birth: _____
- 5) Position Held.: _____
- 6) Mobile No : _____
- 7) Telephone No. : _____
- 8) E-Mail: _____
- 9) Alternate E-Mail: _____
- 10) Sponsoring Organisation: _____

Please affix
your
photograph
here

- 11) Food preference: ☐ Vegetarian ☐ Non-Vegetarian
- 12) Accommodation Required: ☐ Yes ☐ No

- 13) Details of Fee Paid: Cheque / D.D. No. _____ dt. _____
Drawn on _____ Bank, for Rs. _____

Signature & seal of the authority
of the Sponsoring organisation

Signature of the Participant

*Name of Co-ordinator: _____

Mobile No: _____ Tel. No.: _____

Email-Id.: _____ Company Name: _____

***This column is mandatory for those participants who are sponsored by company.**