

Classroom Training Session on Communication as a Tool for Customer Engagement and Retention (CT) on 17th November 2026

Participant Profile:

Executives, Team Leaders, Managers of Customer Service department of Insurance Companies.

Program Date: 17 November 2026

Program Duration: 1 day (CT)

Program Time (IST):

10.00 am to 05.00 pm

Program Coordinator:

Mr. Satish Hegde, Faculty,
Email: satish.hegde@iii.org.in,
Contact: 022-69654285

Program Fees:

- **Non-residential participants: Total amount Required – Rs. 4720/- i.e. (Rs. 4000/- 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).

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://qrco.page.link/qs2Qb>

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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.

Objective 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.

KEY TAKEAWAYS FROM THE PROGRAM:

The training is designed around the following core modules and expected outcomes:

- 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.

Expected Outcomes 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.

PROGRAM TEAM:

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