



Key Learning Outcome

At the end of the program, participants should be able to:

- Trainee will be able to look, understand & contributing in CRM effectiveness in newly bigger scope, globally.
- Trainee will be able to realize the impact of good practises of CRM to the nation (organization, people & countries)
- Trainee will be able understand the needs of change (idea, practical & way of life) to sustain & to excel in newly global scenario.
- Trainee will be able to realize the existence of CRM in our daily life's activities & business process and excel with it.
- Trainee will be able to feels CRM powers' @ capabilities, necessity and benefits in rectifying all their data processing and problem solving.
- Trainee will be able to calculate the KPI, an output impact of CRM effective implementation towards organization goals, staff & agent performance/sales & insured feedback.
- Trainee will be able to learn past 20 years practices & challenges in insurance companies and CRM contributions in today highly comparative life insurance industry
- Trainee will be able to exercise the theories and concepts into practices

Key Learning Objectives

1. Basic types of CRM
2. To realize the potential needs of CRM to all department and everybody
3. To alert personnel the important @ benefits of CRM implementation to organization & personal performance
4. To make known to everybody the importance of central data storage (accuracy, information link, safety etc.)
5. The importance of data for processing application, changes of policy and beneficial, claims etc. For company, agent and insured references.
6. To faster sales circle, communication, report
7. The importance to have an up-to-date data, accessible & reliable worldwide with high security controlled.
8. Application of theories and concepts learned into practices based on case scenarios.

Key Contents

1. Introduction to Basic Concepts
2. Who will benefit from CRM
3. The flows of CRM processes and its benefits.
4. All the information that CRM should stored.
5. Fast accessibility of information online in 24 hours, 7 days/week and borderless.
6. For insured party to feels secure everywhere and agent/co can assist them immediately.
7. Technology changes, attitude and market competitions.
8. Case Study 1
9. Case Study 2

Target Audience

Executive & Non Exe and Department Head in Customer Service, Sales, Marketing, Operation and Management.

Trainer's Profile

HANIZA HJ ABDUL HAMID

Master in Islamic Studies (MIST), OUM, (BBA)UKM, (School of Administration and Law) UITM

- Passion in Developing Talent Management and Human Capital Management toward Return on Investment (ROI) in Training, People's Improvement, Career Development and Innovations (People and Company).
- Leads team members in development and delivery of dynamic management & sales presentations.
- Fun and unpretentious approach, with simple oral and written data presentation.
- Able to provide direction and establishment of Company's Objectives and Targets.
- Skilled presenter for a wide range of audiences and able to promote Positive Learning Environment.

Date	11-12 September 2019
Closing Date	26 August 2019
Time Duration	9 am - 5 pm 2 Days
Price	MII Member : RM 955 (single), RM 900 (Group) Non Member : RM 1170 (Single), RM 1110 (Group) International: USD300 (Single), USD280 (Group) (HRDF Claimable) * Subject to HRDF Conditions * Price is inclusive of 6% SST
Level	Foundation
CPD Points	14
Venue	THE MALAYSIAN INSURANCE INSTITUTE Mii City Centre, Suite 6.0W, Level 6 Wisma FGV, Jalan Raja Laut, 50350 Kuala Lumpur

REGISTRATION POLICY & DECLARATION

- Registration can be done via online at www.mii4u.org/llms/user/login. (*Group Registration : Minimum 3 participants and above)
- MII practices a non credit policy. As such, all companies and individuals are required to make payment before the commencement of the course. But confirmation for places is subject to availability of seat.
- MII reserves the right to reschedule, change the trainer, modify the course content or cancel the course due to unforeseen circumstances without prior notice.
- Contact person or participants will be notified through the email, fax or phone on the status of the course.
- Any cancellation(s) received within 5 working days before commencement date of the course is not allowed and an administration fee of RM530 or USD250 will be charged for each participant. However, replacement of participant(s) is accepted.

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