Customer-Centric Claims Handling Training Course

Professional Development Training Course Outline

Category	Insurance	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s digital-first landscape, insurance and financial service providers are under immense pressure to deliver exceptional claims experiences. Training Course on Customer-Centric Claims Handling approach not only drives customer satisfaction and loyalty but also enhances operational efficiency and brand reputation. This intensive training course empowers participants with the tools and techniques needed to streamline claims processes, reduce turnaround time, and deliver empathetic, transparent, and efficient service.

Built on practical strategies and real-life scenarios, this course bridges the gap between traditional claims processing and modern-day customer expectations. Through case studies, data-driven methods, and service design thinking, learners will explore how to align claims practices with customer experience (CX) strategies, improve policyholder communication, and foster continuous service improvement.

Programme Curriculum

Customer-Centric Claims Handling Training Course

Introduction

In today’s digital-first landscape, insurance and financial service providers are under immense pressure to deliver exceptional claims experiences. Customer-Centric Claims Handling Training Course empowers participants with the tools and techniques needed to streamline claims processes, reduce turnaround time, and deliver empathetic, transparent, and efficient service.

Built on practical strategies and real-life scenarios, this course bridges the gap between traditional claims processing and modern-day customer expectations. Through case studies, data-driven methods, and service design thinking, learners will explore how to align claims practices with customer experience (CX) strategies, improve policyholder communication, and foster continuous service improvement.

Course Objectives

Understand the principles of customer-centricity in claims.

1. Enhance claims process automation to improve customer satisfaction.
2. Leverage AI and analytics for smarter claims handling.
3. Improve policyholder communication throughout the claims journey.
4. Implement CX-focused service workflows in insurance claims.
5. Address pain points in claims lifecycle from a client's perspective.
6. Optimize digital touchpoints and self-service portals.
7. Ensure empathy-driven customer engagement during claims resolution.
8. Apply claims fraud detection strategies without harming customer trust.
9. Boost net promoter score (NPS) through better claims experiences.
10. Manage complex and catastrophic claims with a client-first mindset.
11. Align claims handling with regulatory compliance and ethics.
12. Use real-time feedback to refine claims service delivery.

Target Audience

Insurance Claims Adjusters

1. Customer Service Representatives
2. Claims Managers and Team Leaders
3. Insurance Operations Executives
4. Policy Administrators
5. Insurance Brokers and Agents
6. Training & Development Specialists in Insurance
7. Risk and Compliance Officers

Course Duration: 5 days

Course Modules

Module 1: Foundations of Customer-Centric Claims Handling

- Defining customer-centricity in the claims environment
- Mapping the customer journey in insurance claims
- Key drivers of customer satisfaction in claims
- Emotional intelligence and empathy in service delivery
- Measuring customer experience in the claims lifecycle
- **Case Study**: Evaluating a poor claims experience and redesigning the journey

Module 2: Digital Transformation in Claims Management

- Using automation to streamline claims processing
- Role of chatbots and virtual assistants in claims
- Implementing digital self-service platforms
- Customer onboarding through mobile apps
- Benefits of cloud-based claims software
- **Case Study**: Introducing an AI-powered claims portal in a mid-sized insurer

Module 3: Communication Strategies for Claims Professionals

- Enhancing written and verbal communication with policyholders
- Managing customer expectations during high-stress situations
- Proactive updates and status transparency
- Building trust through consistent interactions
- Tailoring communication to different personality types
- **Case Study**: Turning around a negative customer review through communication

Module 4: Empathy and Service Recovery in Claims

- The psychology of an insured customer after a loss
- Active listening and emotional validation techniques
- Service recovery steps after claim denial or delay
- Role of tone and language in written responses
- Conflict resolution strategies in claims handling
- **Case Study**: Handling a denied claim with empathy and resolution

Module 5: Claims Fraud Management Without Losing Customer Trust

- Identifying red flags and suspicious activity
- Data analytics tools in fraud detection
- Balancing investigation with service courtesy
- Communicating fraud concerns professionally
- Maintaining compliance and ethical standards
- **Case Study**: Managing a fraudulent claim accusation with minimal friction

Module 6: Claims Process Optimization and Workflow Design

- Process mapping and root cause analysis
- Reducing processing delays and bottlenecks
- Claims triage and prioritization models
- Metrics and KPIs for process efficiency
- Aligning claims process with customer feedback
- **Case Study**: Redesigning a multi-department claims workflow for faster resolution

Module 7: Handling Catastrophic and Complex Claims

- Preparing for mass claims events (e.g., natural disasters)
- Special handling protocols for high-value claims
- Resource allocation during claim surges
- Managing emotional customers in catastrophic scenarios
- Collaborative tools for cross-functional claim management
- **Case Study**: Managing wildfire-related claims during an emergency response

Module 8: Continuous Improvement and Feedback Integration

- Gathering customer feedback post-claim
- Implementing voice-of-the-customer (VoC) systems
- Using feedback to redesign service interactions
- Encouraging employee suggestions for improvement
- Benchmarking and internal audits for quality assurance
- **Case Study**: Leveraging survey data to improve post-claim service follow-up

Training Methodology

- Interactive instructor-led sessions (virtual or in-person)
- Group discussions and role-playing scenarios
- Real-world case study analysis and simulation exercises
- Self-assessment and reflection journals
- Digital tool walkthroughs and live demos
- End-of-module quizzes and feedback loops

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com