# Customer-Centric Claims Transformation Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Insurance | **Duration** | 10 Days |
| **Base Fee** | $3,000 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

In today’s fast-evolving insurance and financial services landscape, delivering exceptional customer-centric claims experiences is no longer optional—it’s a competitive necessity. The Customer-Centric Claims Transformation course empowers claims professionals, operational leaders, and customer service agents with the strategic insights, digital tools, and human-centered approaches needed to reshape claims operations around the needs of the customer. Training Course on Customer-Centric Claims Transformation is designed to accelerate claims digital transformation, enhance agility, and align cross-functional teams toward shared CX (Customer Experience) outcomes.

With a powerful mix of strategy, technology, and real-world implementation frameworks, this course guides participants through the full lifecycle of claims—from first notice of loss (FNOL) to resolution—through the lens of customer value. Participants will uncover how automation, data analytics, AI, and omnichannel communication can drive operational efficiency while delivering empathetic, timely, and transparent service.

## Programme Curriculum

**Customer-Centric Claims Transformation Training Course**

**Introduction**

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**Learning Objectives**

1. Understand the principles of customer-centric digital transformation.
2. Identify barriers to claims process modernization.
3. Leverage AI and automation to improve claims accuracy and speed.
4. Improve customer engagement and satisfaction through omnichannel strategies.
5. Apply journey mapping techniques to redesign claims touchpoints.
6. Utilize real-time data and analytics to inform decision-making.
7. Implement proactive communication strategies across claims lifecycle.
8. Enhance employee empowerment to deliver better customer experiences.
9. Foster an agile claims culture through change management.
10. Integrate fraud detection technologies without compromising customer trust.
11. Measure success using CX and operational KPIs.
12. Develop customer empathy skills for front-line claims professionals.
13. Design a roadmap for continuous improvement in claims service.

**Target Audience**

1. Claims Managers
2. Insurance Process Leaders
3. Customer Experience (CX) Officers
4. Claims Adjusters
5. Operations and Transformation Executives
6. Customer Service Representatives
7. Business Analysts in Insurance
8. Digital Transformation Consultants

**Course Duration:** 10 days

**Course Modules**

**Module 1: Introduction to Customer-Centric Claims**

- What is customer-centricity in claims transformation?
- Key trends in digital claims experiences
- The shift from policy-driven to customer-driven claims
- Understanding modern customer expectations
- Challenges in traditional claims models
- **Case Study: Progressive Insurance’s CX Revolution**

**Module 2: Mapping the Customer Journey**

- Defining the claims journey map
- Identifying high-friction touchpoints
- Using customer personas for personalization
- Voice of Customer (VoC) tools in claims
- Aligning business goals with customer journeys
- **Case Study: USAA’s Claims Journey Overhaul**

**Module 3: Digital Claims Transformation**

- Digitizing the FNOL process

- Self-service tools and mobile-first design
- Integration of cloud-based claims platforms
- Minimizing processing times via automation
- Personalization through data insights
- **Case Study: Lemonade’s AI-Driven Claims Model**

**Module 4: AI and Automation in Claims**

- Role of robotic process automation (RPA)
- Machine learning in claims adjudication
- Predictive analytics for decision-making
- Reducing operational costs via automation
- AI ethics in customer data handling
- **Case Study: Allstate’s Predictive Claims Processing**

**Module 5: Omnichannel Communication Strategy**

- Integrating chatbots, SMS, email & call centers
- Real-time updates and customer touchpoints
- Personalization through CRM and AI
- Enhancing transparency and trust
- Reducing churn with proactive messaging
- **Case Study: GEICO’s Omnichannel Engagement**

**Module 6: Building Customer Empathy**

- Humanizing the claims process
- Training staff for empathetic communication
- Emotional intelligence in claim interactions
- Balancing efficiency and compassion
- Handling difficult claims with care
- **Case Study: Aetna’s Empathy-First Claims Handling**

**Module 7: Claims Data & Analytics**

- Leveraging real-time dashboards
- Predictive modeling for fraud detection
- Data visualization for better reporting
- Connecting analytics to KPIs
- Customer sentiment analysis tools
- **Case Study: Zurich Insurance’s Analytics Strategy**

**Module 8: Fraud Detection & Customer Trust**

- Technology in fraud identification
- Balancing fraud checks and customer experience
- Behavioral analytics and anomaly detection
- Maintaining transparency in investigations
- Post-incident customer communication
- **Case Study: AXA’s Balanced Fraud Protocols**

**Module 9: Employee Empowerment & Training**

- Upskilling staff for digital tools
- Incentivizing customer-first behaviors
- Tools for remote claims management

- Cross-functional collaboration in claims
- Building a culture of service excellence
- **Case Study: MetLife’s Employee Enablement Program**

**Module 10: Change Management in Claims**

- Leading cultural transformation
- Strategies for team adoption
- Managing resistance to new systems
- Aligning leadership with CX goals
- Sustaining long-term engagement
- **Case Study: State Farm’s Change Leadership Model**

**Module 11: Agile Claims Management**

- Applying Agile methodology in claims
- Scrum and sprint cycles in service delivery
- Rapid iteration of claims enhancements
- Backlog prioritization based on customer value
- Agile metrics for customer success
- **Case Study: Aviva’s Agile Claims Lab**

**Module 12: Metrics and Measurement**

- Defining meaningful KPIs for claims
- Linking CX metrics to ROI
- Customer satisfaction and NPS in claims
- Benchmarking and performance dashboards
- Real-time feedback loops
- **Case Study: Chubb’s KPI-Driven Claims Strategy**

**Module 13: Compliance and Customer Transparency**

- Regulatory mandates in customer claims
- GDPR and data privacy best practices
- Building transparent policies
- Educating customers on rights and timelines
- Ethics in claims processing
- **Case Study: Travelers Insurance’s Compliance Playbook**

**Module 14: Designing the Future Claims Model**

- Roadmapping digital transformation
- Investing in scalable technologies
- Innovation labs and futureproofing
- Sustainability in claims operations
- Partnering with InsurTechs
- **Case Study: Munich Re’s Future Claims Vision**

**Module 15: Capstone and Real-World Application**

- Capstone project: Design your CX claims strategy
- Group presentations and peer feedback
- Real-time simulation and decision-making
- Leadership panel and Q&A
- Certification and next steps

- **Case Study: Real-World Claims Makeover Simulation**

**Training Methodology**

- Instructor-led virtual sessions and live webinars
- Interactive case study discussions and group activities
- Hands-on labs using digital claims platforms and dashboards
- Real-time scenario simulations for skill practice
- Personalized feedback and continuous assessment
- Downloadable toolkits, templates, and reference materials

**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** | 04 Dec 2026 | Online | $2,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $3,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $9,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |

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