# Strategic Insurance Compliance and Customer Excellence Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CUS1840_293558

## Course Introduction / Overview:

In today's highly regulated and competitive insurance landscape, the dual imperatives of stringent compliance and exceptional customer service are not mutually exclusive but are deeply intertwined. This training course is meticulously designed to bridge the gap between regulatory obligations and customer-centric operations, transforming compliance from a mere requirement into a strategic advantage. Participants will explore the complex web of insurance laws, ethical standards, and industry best practices that govern the sector. Drawing inspiration from the principles of risk management articulated by renowned authors like Peter L. Bernstein in his seminal work, "Against the Gods: The Remarkable Story of Risk," this program emphasizes a proactive approach to compliance. At BIG BEN Training Center, we believe that a profound understanding of regulatory frameworks is the foundation upon which trust, loyalty, and sustainable business growth are built. This course provides a comprehensive roadmap for navigating legal complexities, mitigating risks, and simultaneously delivering a service experience that exceeds customer expectations, ensuring both regulatory adherence and market leadership.

## Target Audience / This training course is suitable for:

- Insurance Compliance Officers.
- Risk Managers and Analysts.
- Underwriters and Claims Adjusters.
- Customer Service Managers and Representatives.
- Insurance Agents and Brokers.
- Legal and Internal Audit Professionals.
- Operations Managers in the insurance sector.
- Product Development Teams.
- Sales and Marketing Professionals in insurance.

## Target Sectors and Industries:

- Life and Health Insurance Companies.
- Property and Casualty (P&C) Insurance Carriers.
- Reinsurance Companies.
- Insurance Brokerage Firms and Agencies.
- InsurTech and Financial Technology Companies.
- Banking and Financial Institutions with insurance divisions.
- Governmental regulatory bodies and insurance commissions.
- Consulting firms specializing in financial services and risk management.

## Target Organizations Departments:

- Compliance and Regulatory Affairs Department.
- Legal Department.
- Underwriting and Policy Administration Department.
- Claims Processing and Management Department.
- Customer Service and Client Relations Department.
- Sales and Business Development Department.
- Risk Management Department.
- Internal Audit and Control Department.
- Operations Department.

## Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the core principles of insurance regulation and their impact on business operations.
- Implement effective compliance programs covering AML, KYC, and anti-fraud measures.
- Navigate the complexities of data privacy and protection laws within the insurance context.
- Master compliant sales and marketing practices to ensure ethical customer engagement.
- Develop robust procedures for handling claims and complaints in line with regulatory standards.
- Integrate compliance requirements seamlessly into the customer service workflow.
- Identify and mitigate operational and regulatory risks within their organization.
- Foster a strong culture of ethics and compliance across all departmental functions.
- Evaluate the impact of new technologies on insurance compliance and customer experience.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can translate theoretical knowledge into actionable skills. We employ a blended learning approach that combines expert-led presentations with dynamic group activities. The course heavily features real-world case studies of regulatory enforcement actions and service excellence triumphs, allowing participants to analyze complex scenarios and develop critical thinking skills. Interactive workshops and role-playing simulations will challenge attendees to handle difficult compliance dilemmas and customer interactions in a controlled, supportive environment. Group discussions will foster collaborative problem-solving and the sharing of diverse industry perspectives. Participants will engage in practical exercises, such as developing compliance checklists and mapping customer journeys to identify regulatory touchpoints. Continuous feedback from the instructor and peers is a cornerstone of our approach, ensuring a deep and lasting understanding of the course material and its application in the workplace.

## Course Agenda (Course Units):

### Unit One: Foundations of Insurance Compliance and Service

- The Modern Insurance Regulatory Landscape.
- Defining the Intersection of Compliance and Customer Excellence.
- Key Global and Regional Regulatory Bodies and Their Mandates.
- The Cost of Non-Compliance vs. the Value of Trust.
- Ethical Principles and Professional Conduct in Insurance.
- Understanding the Insurance Contract and Policyholder Rights.
- Building a Proactive Compliance Culture.

### Unit Two: Core Regulatory Frameworks and Requirements

- Anti-Money Laundering (AML) and Counter-Terrorist Financing (CTF) Regulations.
- Know Your Customer (KYC) and Customer Due Diligence (CDD) Procedures.
- Data Privacy and Security Regulations (e.g., GDPR).
- Fair Treatment of Customers (FTC) Principles and Application.
- Solvency and Capital Adequacy Requirements.
- Anti-Fraud Policies and Detection Mechanisms.
- International Sanctions and Embargo Compliance.

### Unit Three: Compliance in Key Insurance Operations

- Underwriting Compliance and Fair Risk Assessment.
- Regulatory Requirements for Policy Issuance and Administration.
- Best Practices in Compliant Claims Handling and Processing.
- Managing and Resolving Customer Complaints Effectively.
- Third-Party and Vendor Risk Management Compliance.
- Record-Keeping and Regulatory Reporting Obligations.
- Conducting Internal Compliance Audits and Reviews.

## Unit Four: Achieving Excellence in Customer Service within a Compliant Framework

- Compliant Communication Strategies for Policyholders.
- Transparency in Product Information and Disclosures.
- Managing Customer Expectations and Delivering on Promises.
- Handling Difficult Customers and Sensitive Information Ethically.
- Leveraging Technology for a Seamless and Compliant Customer Journey.
- Training Frontline Staff on Compliance and Service Standards.
- Measuring Customer Satisfaction and Compliance Adherence.

## Unit Five: Advanced Compliance Strategy and Future Trends

- Developing and Implementing a Robust Compliance Management System (CMS).
- Strategic Risk Management and Mitigation in Insurance.
- Preparing for and Managing Regulatory Examinations and Investigations.
- The Impact of InsurTech and Artificial Intelligence on Compliance.
- Navigating Digital Transformation and Cybersecurity Risks.
- Future-Proofing Compliance Programs for Upcoming Regulations.
- Capstone Project: Designing an Integrated Compliance and Service Excellence Plan.

# FAQ:

## Qualifications required for registering to this course?

There are no requirements.

## How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

As automation and AI increasingly manage customer interactions and underwriting, how can insurance firms ensure that ethical considerations and regulatory compliance are embedded by design, rather than treated as an afterthought?

## What unique qualities does this course offer compared to other courses?

This course distinguishes itself by holistically integrating the two critical pillars of the modern insurance industry: rigorous compliance and superior customer excellence. Unlike programs that treat these subjects in isolation, this training course is built on the premise that sustainable success is achieved only when regulatory adherence and customer satisfaction are pursued as a unified strategy. It moves beyond a theoretical recitation of laws and regulations, focusing instead on their practical application within the day-to-day operational realities of underwriting, claims, and customer service. Participants will learn not just what the rules are, but how to implement them in a way that enhances customer trust and loyalty. The curriculum emphasizes a proactive, risk-based mindset, empowering professionals to anticipate regulatory shifts and embed compliance into the corporate culture. By blending in-depth legal analysis with strategic customer journey mapping and communication techniques, the course provides a unique and comprehensive toolkit for transforming compliance from a cost center into a powerful competitive differentiator.