

SUBJECT INFORMATION

		DETAILS
1	Name of Module	Customer Service Excellence in Insurance
2	Course Code	TBA
3	Level	AMII – Level 1
4	Synopsis	This module provides a comprehensive understanding of the importance of customer service in a financial services environment. The course explores the knowledge and skills employees need to understand and deliver exceptional customer service in the insurance industry environment
5	Learning Outcomes	By the end of this course, the student should be able: (i) to familiarise and understand what is customer service all about; (ii) insurance as an intangible product versus other tangible products (iii) the importance of customer service in a service industry; (iv) competitive advantage of having an excellence customer service; (v) what constitute excellence service
	Assessment Methods	Part I (140 marks) Answer 14 short questions (10 marks per question) Part II (60 marks) Answer 2 from 3 essay questions (30 marks per question) Total marks = 200 marks Duration of the examination = 3 hours Passing Marks 55%