



**Asian  
Institute of  
Insurance**

# INSTEP

## Insurance Sector Talent Enrichment Programme

**DATE:**

6 & 7 May 2026

**TIME:**

9.00 a.m. – 5.00 p.m.

**VENUE:**

Aii Training Room, level 2,  
AICB Building, Kuala Lumpur

**CPD HOURS:**

14 Hours

**Proficiency Level:**

Novice



13 Prime Skills  
7 Power Skills

**Fully HRDC Claimable  
Under Focus Area Course:**



**Training Programme No.:**

10001646600

[www.aiiasia.org](http://www.aiiasia.org)

LEADERSHIP PROGRAMME



# PROGRAMME OVERVIEW

This Programme is designed to equip new professionals with the essential knowledge and skills in insurance fundamentals, customer service, and future-readiness, setting them up for success in the evolving workplace demands and industry expectations.

## Programme Objective

- **Explain the structure, purpose, and core principles of the insurance industry**, including key players, insurance fundamentals, core processes, and product lifecycles across life and general insurance.
- **Apply customer-centric principles and service strategies** to deliver consistent, high-quality customer experiences, manage feedback and service recovery effectively, and contribute to a customer-centric organisational culture.
- **Evaluate the impact of technology and apply future skills on the insurance industry**, including digital transformation, insurtech, data analytics, cybersecurity awareness, and the practical use of generative AI in insurance operations and customer engagement.

## Programme Highlight



2-Days quick onboarding solution



HRD Claimable



Experienced trainer from industry



Map according to FSF (Future Skills Framework)

# PROGRAMME CONTENT

Module	Content
<p><b>Day 1</b></p> <p>7 hours</p>	<p><b>Understanding Insurance</b> Trainer: Jasdeep Singh</p> <ol style="list-style-type: none"> <li>1. Overview of insurance industry players (regulators, insurers, intermediaries)</li> <li>2. Purpose of insurance in society and the economy</li> <li>3. Introduction to Life &amp; General Insurance</li> <li>4. Principles of insurance: indemnity, insurable interest, subrogation, contribution, utmost good faith.</li> <li>5. Core processes: underwriting, policy issuance, servicing, claims, renewals</li> <li>6. Three core products lifecycle: features, exclusions, benefits</li> </ol>
<p><b>Day 2</b></p> <p>3.5 hours</p>	<p><b>Customer Centricity (CX)</b> Trainer: Denzel Chew Hock Teong</p> <ol style="list-style-type: none"> <li>1. Understanding Customer Service</li> <li>2. Exploring the 6 Levels of Customer Service</li> <li>3. Strategies for internal and external service excellence</li> <li>4. Customer Feedback &amp; Service Recovery</li> <li>5. Building a Customer Centric Culture</li> <li>6. Implementing Service Standards</li> </ol>
<p>3.5 hours</p>	<p><b>Future Skills and Winning Mindset</b> Trainer: Denzel Chew Hock Teong</p> <ul style="list-style-type: none"> <li>• Technology in Insurance:             <ul style="list-style-type: none"> <li>✓ Overview of Current Technology and Future Trends</li> <li>✓ Digital Transformation</li> <li>✓ Insurtech Innovations</li> </ul> </li> <li>• Leveraging on Generative AI – Basics of Gen AI, Application in Insurance, Prompt engineering to effective leveraging on Gen AI.</li> <li>• Data Analytics in Insurance – Importance, Tools &amp; Techniques</li> <li>• Cybersecurity Awareness – Basics and best practices</li> <li>• Customer Experience in the Digital Age – Digital tools to enhance engagement</li> <li>• Soft Skills for the Future Workplace (Leveraging Future Skills Framework)</li> </ul>

# TARGET AUDIENCE

It is designed specifically for:

- Junior hires (executives) and staff joined within 2 years
- Fresh graduates joining insurance companies
- Interns transitioning to full-time roles
- Entry-level support, servicing, claims, operations, and admin staff

## Programme Fee

<b>Member Normal Fee</b>	<b>RM1,300 /USD 325 per participant</b>
<b>Non-Member Normal Fee</b>	<b>RM1,500 /USD 375 per participant</b>

In-House Programme

Minimum : 20 participants

# TRAINER PROFILE



## **Jasdeep Singh**

Jasdeep Singh has been in the insurance industry for more than 25 years. He has vast experiences in almost all departments within an insurance organisation. He started his career with MBF Insurans Sdn Bhd in 1987 as their Risk Surveyor and moved up quickly to be their Underwriting Manager.

He subsequently headed their Management Information System Department where he successfully helped to implement Motor and Fire computer system using the state-of-the-art information technology driven by Sybase on Unix.

Jasdeep then moved to join American Home Assurance Company, a subsidiary of American International Group (AIG) in 1997. Through his creativity and professionalism, he was promoted as the Vice President, Profit Center Manager for Personal Lines Division. He later took on additional responsibilities as their Country Branch Manager.



## **Denzel Chew Hock Teong**

Denzel Chew is a dynamic trainer, coach, and speaker with over 25 years of experience delivering workshops, coaching, and business presentations across Malaysia, China, Singapore, Indonesia, Thailand, Brunei, and Vietnam.

Renowned for his ability to engage diverse audiences—from CEOs and corporate leaders to sales teams, executives, and technical staff—he works closely with senior management to enhance performance, boost productivity, and drive profitability, often through organizational diagnostics and the development of key performance indicators.

Fluent in English, Mandarin, and Bahasa Malaysia, his interactive, energetic style blends professionalism with humor, creating impactful learning experiences. A Certified RPL Assessor (2014) and Certified Master Performance Coach (2018), Denzel has been engaged by major corporations, including a foreign bank in Malaysia, to deliver intensive coaching for peak sales performance and management effectiveness, leveraging his cross-cultural expertise and deep passion for helping individuals and organizations achieve lasting growth and success.

# FUTURE SKILL FRAMEWORK



13 Prime Skills  
7 Power Skill  
**Proficiency Level:**  
Novice

## Skills Developed by Attending this Programme

### Prime Skills

Customer Experience Management	<ol style="list-style-type: none"><li>1. Account management</li><li>2. Customer acquisition and retention management</li><li>3. Customer relationship management</li></ol>
Digital and Data Integration	<ol style="list-style-type: none"><li>4. Marketing</li><li>5. Product advisory</li><li>6. Sales target management</li></ol>
Financial Products and Services	<ol style="list-style-type: none"><li>7. Marketing</li><li>8. Product advisory</li></ol>
Growth and Partnerships	<ol style="list-style-type: none"><li>9. Business opportunities development</li><li>10. Business planning and needs analysis</li></ol>
Risk Management, Governance and Regulatory Compliance	<ol style="list-style-type: none"><li>11. Anti-Money laundering</li><li>12. Regulatory compliance</li><li>13. Risk governance</li></ol>

### Power Skills

Innovation & Delivery	<ol style="list-style-type: none"><li>1. Adaptability and resiliency</li><li>2. Business acumen</li><li>3. Digital fluency</li><li>4. Innovative thinking</li><li>5. Learning agility</li></ol>
Social Intelligence	<ol style="list-style-type: none"><li>6. Communication</li><li>7. Empathy</li></ol>



# REGISTER NOW



**Asian Institute of Insurance**

197701004772 (35445-H),  
Level 6, Bangunan AICB,  
No. 10 Jalan Dato' Onn,  
50480 Kuala Lumpur, Malaysia

For further information, please contact:  
Email: [sales@aiaasia.org](mailto:sales@aiaasia.org)