

Webinar Title: Personalization in Insurance: From Generic Products to Hyper-Personalized Solutions**Training Purpose:**

The new legislation on Insurance Operations of 2019 institutionalizes the training of the insurance staff of these companies with minimum hours of compulsory training and requires the connection of all insurance operations with the institutional framework and specialization in the field they deal with. This seminar aims to analyse the key parameters related to the digitization of the processes for the creation of new insurance products and the consequences of the implementation of legislation as a basis for the development of more specialized insurance products. Through the analysis and interpretation of the terms, participants will acquire the required skills not only to better understand the insurance product but also to gain a competitive advantage in its promotion.

Training Objectives:

At the end of the training programme, participants should be able to:

1. Identify the benefits of personalization when creating products
2. Explain the purpose of the new need that arises
3. Develop skills that give them a competitive advantage
4. Implement good practices in providing personalized solutions
5. Identify the changes that occur due to digitalization/Artificial Intelligence
6. They are able to guide customers both during the conclusion of the insurance policy and after
7. Develop problem-solving skills that arise during customer service
8. They recognize the challenges and opportunities of the new era
9. They technically analyse how the processes required for the assessment of proposed risks / creation of new products are modified

Who is it for: Insurance intermediaries – members of P.S.E.A.D. with their annual subscription for 2026 regularized.

Duration: 3 hours

Language: English

Method of conduct: Live teleconference via the electronic platform ZOOM (details and instructions will be given by EIMF and P.S.E.A.D. via email).

Date:

Certificate for CPD purposes: Participants – provided that they successfully attend the training – will receive the relevant Certificate (3 units) via email from P.S.E.A.D.

Rapporteur: Fryni Solonos

Ms. Fryni Solonos has extensive experience in the field of insurance, which she has served in various managerial positions.

She holds the Certificate of Proficiency in Insurance/Advanced Diploma in Insurance Practice and has been certified as a Certified Claims Specialist, Motor Insurance Specialist, Underwriting Specialist, Household Insurance Specialist and Health Insurance Specialist.

In recent years, she has been mainly involved in setting up companies, shaping their internal governance and expanding their operations. She designs and implements staff training programs with the aim of their professional training and consequently the provision of high quality services. She has extensive experience in complaint management, recording and modifying procedures and internal audit.

Fryni is the founder of FS Fiery Success Ltd and has her own podcast, entitled F-Spot which is broadcast through the online channel HPO Max. She has a long experience in both juvenile and adult education. She has studied Biology and holds master's degrees in Educational Administration and Business Administration. She is a certified Vocational Training trainer of the HRDA, she is a member of the Cyprus Insurance Institute, the European Mentoring and Coaching Council (EMCC) and the Cyprus International Businesses Association (CIBA).

Her experience spans multiple industries and industries, most notably catering, construction, shipping, and education. She has given lectures on violence against minors and women and held a series of seminars on teacher training in schools.

PROGRAM CONTENT

08:45 – 09:00	Attendance of participants on the online platform
09:00 – 10:30	<p>Basic Principles of Insurance and Insurance Needs Analysis of Insurance Needs in the Modern Environment</p> <ul style="list-style-type: none"> • How Customer Choices Are Changing • Influencing factors <p>Changes in the Creation of New Insurance Products</p> <ul style="list-style-type: none"> • Digitalization and Artificial Intelligence • Process Automation • Risk Factors and Evaluation <p>From Generic to Hyper-Personalized</p> <ol style="list-style-type: none"> 1. Innovation and challenges 2. The Need for Change 3. Solutions to current problems
10:30 – 10:45	Break
10:45 – 12:10	<p>The Insurance Intermediary as the Customer's Advocate</p> <ol style="list-style-type: none"> 1. Identifying needs to propose modern solutions 2. Implementing AI solutions to increase sales 3. Competitive Edge or Double-edged sword?
12:10 – 12:30	Course Examination