



# Continuing Professional Development Certificate

## What to say and how to say it: communicating with customers in difficult and uncertain times

**Date** Tuesday 28 April 2020

**Time** 1.00pm - 2.15pm

**Speaker** Jeff Heasman, Trainer & Consultant in Law, Insurance and Communication

### Learning outcomes

In this webinar Jeff Heasman provided a strategy for how to communicate with customers in the current climate of COVID-19 in a way that will reduce anxiety, provide clarity and keep the customer onboard.

By the end of this webinar members would have gained an insight into:

- understanding how to communicate with customers at times of difficulty and uncertainty
- identifying the language and communication methods most suitable for your customers
- implementing a strategy to communicate in a way that provides clarity and reassurance to customers in a way that keeps them onboard.



CII CPD event accredited - demonstrates the quality of an event and that it meets CII member CPD scheme requirements.

This lecture or podcast can be included as part of your CPD requirement should you consider it relevant to your professional development needs. It is recommended that you keep any evidence of the CPD activity you have completed and upload copies to the recording tool as the CII may ask to see this if your record is selected for review.