

Frankenmuth Insurance's 'Online Reputation Snapshot' Available for Download

The reality is, online reviews aren't going away, and we shouldn't shy away from them. After all, the very idea of a frank conversation has been in Frankenmuth Insurance's blood for more than 150 years.

Positive reviews can work wonders, while negative ones can create cause for concern. As our agency partners, you have probably experienced both. Which is why we're sharing a bi-annual snapshot of our online reputation. Ultimately, this can be used as a tool to help you see where our company stands, as well as the importance of asking customers for feedback. To help continue our efforts to earn these honest opinions, we invite you to join us on this journey.

To get started, [download our online reputation snapshot](#) and dive into:

- Our ratings per review channel
- Samples of positive and negative reviews, including our responses to them
- A brief comparison of key competitors' online reputation

In our extensive research, we've learned most people don't talk about their experience unless they've had a bad one. In fact, someone is more likely to leave a negative review than a positive review – which makes them entirely unavoidable.

As part of our partnership, we're always trying to help you sell Frankenmuth Insurance. So, if a customer approaches you with questions about an online review, feel free to [download and use our talking points](#) to help you guide your conversation.

Questions? Feel free to contact our team at marketing@fmins.com.