

How to Turn a Negative into a Positive

When it comes to online reviews, negative ones are more common. Recently, a study by Dimensional research showed respondents who had a poor experience were 50 percent more likely to share it with others on social media and 52 percent more likely to write about it on online review sites than their counterparts who were satisfied.

There will always be negative reviews — and that's true across all industries. So, if a customer or potential customer asks about any negative reviews related to Frankenmuth Insurance, we want to help you be prepared.

Here are a few facts you can share to bring balance to the conversation:

- Each month, a satisfaction survey is mailed to 300 Frankenmuth Insurance policyholders about their claims experience. Our overall average since we started the survey in 2014 is **95.6% satisfaction**.
- Since 2014, **81% of policyholders say they are very likely to recommend Frankenmuth Insurance** to others based on their positive claims handling experience.
- In 2017, agents rated Frankenmuth Insurance **8.70 on a scale of 10 for “fairness of claims settlements.”**
- Frankenmuth Insurance is rated **“A” (Excellent) by AM Best**. This rating reflects the company's strength and excellent ability to pay its claims.
- Frankenmuth Insurance is named a **Ward's 50® Top Performer** for 2017 as one of the nation's top insurance companies based on consistent financial performance over the previous five years.
- The company is celebrating **150 years in business** in 2018. Companies that stay in business that long are doing the things they need to do to take care of their policyholders.

Ways you can respond:

- “You're right. There are negative reviews. But, people are more likely to post negative reviews, and Frankenmuth actually has really great reviews, too. Look at the testimonials on their website at fmins.com. They're all from customers who are genuinely happy.”
- “Every insurance carrier receives negative reviews, especially when it comes to claims. But, over the years, our claims satisfaction rating has stayed strong. In fact, we average more than 95%.”
- “When customers don't agree with a claim decision, they want the world to know. And when customers have a positive claim experience, they aren't usually eager to leave a review. But I can tell you Frankenmuth Insurance provides great claims service, and I'm proud to represent them.”

If you feel your customer needs more information, [click here](#) to print a customer fact sheet that provides background information about our company.

Questions about online reviews? Start a conversation with us at marketing@fmins.com.