

Marketing Tip: How to Have a Frank Conversation About Negative Reviews



When life goes according to plan, your expectations are met. After all, everything that's supposed to happen ... happened. But, when you get a different result than you hoped, it's natural to be upset about it.

That's why when it comes to online reviews, negative ones are more common. A customer is far more likely to share a bad experience than a good one. In fact, a study by Dimensional Research showed respondents were 50% more likely to share a bad experience on social media and 52% more likely to share it on online review sites.

We know there will always be negative reviews — that's true across all industries. But it's important to remember they aren't the only thing customers take into consideration. If people see a negative review, they question:

- How recent is it?
- How many are there?
- Has the company responded?

As a part of our partnership, we're always trying to help you sell Frankenmuth Insurance. This year, we're working to implement a few new practices, like:

- Sending our claims survey virtually, making it more convenient for more customers to offer feedback and then visit a review site
- Bringing our loyal customers' stories to the forefront by posting positive [testimonials](#) from real people on our website
- Allowing easy submission of even more testimonials through a form on our website
- Engaging in frank conversations with people who shared a negative experience on a review site
- Encouraging happy policyholders to share their thoughts on review sites (And you can help! When you talk to happy Frankenmuth Insurance policyholders, ask them if they'd be willing to write a review.)

At Frankenmuth Insurance, we're determined to convey a consistent demonstration of who we are as a company, what we stand for and our superior customer service — online and offline. And we know you are, too. If someone comes to you with concerns about a negative review, remember to:

- Be a friend; not a salesperson.
- Understand their concerns and then empathetically explain your recommendation
- Keep your responses useful and genuine, but short and sweet

For example, you could say, "There are a few people with negative things to say, but there are a lot of people who are happy with their policy — happy enough to stick with this company for generations. In fact, Frankenmuth Insurance has a 95% claims satisfaction rating."

More questions about online reviews? Reach out to us at marketing@fmins.com.