

New Online Review Support Materials Available for Print on Demand

At Frankenmuth Insurance, we know online reviews can create unnecessary sales challenges, which makes it all the more important to ask our satisfied customers to share their feedback with others online. And, we invite you to join us in these efforts. Ultimately, by garnering positive reviews, we can help consumers feel as confident in our company and our coverage as you do, to make it even easier to present us to potential clients.

That's why we're arming our agency partners with tools to help guide your conversation with happy customers that express an interest in sharing their experiences and make it easy for them to leave their feedback online.

- **“Chat Us Up” flyer:** Help your staff encourage satisfied customers to share their experiences with us online, using our suggested scripts for specific scenarios, like when a policyholder gives good feedback, when we go above and beyond, and when a new product or service keeps them protected.
- **Online review postcard:** As the person in constant contact with our customers, you know when we're providing peace of mind. So, when you feel like someone is satisfied, pass them this postcard. It will give them easy instructions to leave an online review.

To take advantage, you can find our new online review support materials under the Social Media section of our Print on Demand site (located within Agency Services, via the Marketing Tab, under Resources). The site allows you to download PDFs of the flyer or order up to 25 high-quality, professionally printed postcards at no cost. If a higher quantity is desired, the site allows for payment. And, shipping is free on all orders.

Want to see where our company stands online? Check out our [latest online reputation snapshot](#) and dive into:

- Our ratings per review channel, to see how we've improved this year
- Samples of positive and negative reviews, including our responses to them
- A brief comparison of key competitors' online reputation

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 guide your conversation.

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