

Frankenmuth Insurance Introduces Photo-Based Estimating in Michigan

Beginning today, our Michigan policyholders will now be able to take photos of vehicle damage and submit them for estimate creation without the need for a physical inspection or shop appointment. Our new Photo-Based Estimating (PBE) service allows us to deliver even more efficient claim resolution. Most claims that qualify for Photo-Based Estimating can be adjusted in less than one business day.

PBE will be used for minor damage claims where damage is apparent. It will also be used for cases where the vehicle is an obvious total loss and the policyholder still has access to the vehicle. The process begins with a text message and/or email, which is sent directly to the vehicle owner. Once photos are submitted, a follow-up email with estimate is then sent.



We encourage you to talk to your customers about this great new service, which is the first big step in our attempt to provide “Touchless Claims Workflow.” We continue to look for ways to improve the customer experience, and this new product is one more tool to meet our customers’ expectations in the way that fits them best.