

Frankenmuth Insurance Introduces Photo-Based Estimating in Wisconsin

Beginning today, our Wisconsin policyholders will now be able to take guided photos of commercial auto damage and submit them for estimate creation without the need for a physical inspection or shop appointment. With a turnaround time of just one day, this service, called Photo-Based Estimating (PBE), will allow us to deliver even more efficient claim resolution.

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 an 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 meet increasing customer expectations for expedited claims processing and hope this product is just one more tool to help you communicate the benefits of Frankenmuth Insurance.