Frankenmuth Insurance scores 95 percent satisfaction rating among consumers.



FRANKENMUTH, Mich., Sept. 11, 2018—Frankenmuth Insurance earned a 95 percent overall satisfaction rating in surveys from customers who had a claim during the first half of 2018. Andy Knudsen, vice president of claims for Frankenmuth Insurance made the announcement.

“Our value proposition is fast, fair claims service,” Knudsen said. “The monthly satisfaction survey is among the many tools we use to track and improve our claims service. We comb through the results and follow-up with each individual who was not satisfied to find opportunities for continuous improvement.”

In addition to overall satisfaction, the survey also asks questions regarding our claims processes and the claims outcome. Respondents are asked about the ease and efficiency of the process, the politeness and skill of our staff and the effectiveness of vendor recommendations (such as preferred body shops, glass repair, etc.). So far this year, Frankenmuth Insurance scored highest for its courteous staff (98.7 percent), vendor services (96.6 percent) and fair claims resolution (96.3 percent). In fact, 83.2 percent of policyholders who filed claims are “very likely to recommend Frankenmuth Insurance to others.”

“The overall service we received was fantastic,” wrote Monica C. from Michigan. “There were many times along the way we had that ‘is this too good to be true?’ feeling. While we appreciate all of it, we want to particularly commend the first 24 hours of help, post-accident. It was such an emotional and stressful time. It felt great to sense the professionalism of Frankenmuth.”

The survey is sent monthly to 300 randomly selected policyholders who have had a claim. The completion rate for the year is 35 percent.