

Marketing Tip: Let's Talk About Online Reviews



What we've heard: Let's be frank. When it comes to online reviews, people are [21 percent more likely](#) to talk about a negative experience than a positive one. And, we know first-hand that this has presented challenges when a customer is concerned about negative online reviews, which is why 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.

How we help: We want to help you have open and honest conversations about negative reviews that your customers might see online about Frankenmuth Insurance. Should someone ever ask about them, we want to make sure you're equipped with simple solutions, like saying:

- “You’re right. There are negative reviews, but they only tell one side of the story. Take a look at the testimonials on Frankenmuth Insurance’s website or social media channels. They’re all from customers who are genuinely happy.”
- “Every insurance carrier receives negative reviews, especially when it comes to claims. But, over the years, their claims satisfaction rating has stayed strong. In fact, it averages around 95 percent.”
- “When a customer doesn’t agree with a claim, they want the world to know. But, I can tell you Frankenmuth Insurance provides great claims service, and I’m proud to represent them.”

Understandably, some of your customers may need additional help with how to navigate negative online reviews and ratings. If you need more information, feel free to use [our agent talking points](#) to guide your conversation, answer any questions, and even help your customers get to know our company better.

Your key takeaway: Since 2014, 83.5 percent of our policyholders have said they’re very likely to recommend Frankenmuth Insurance, but few actually do. After you talk to a satisfied policyholder, ask them to write an online review about Frankenmuth Insurance. Customers can share their experience and impressions on [Google](#) or visit our accredited business profile with the [Better Business Bureau](#).