

Take Advantage of New Michigan Law to “Start a Conversation”

As many of you know, on Oct. 6, 2015, Gov. Rick Snyder signed a new law that will allow Michigan drivers to show electronic proof of insurance during traffic stops. The new law will take effect 90 days after the signing (approximately Jan. 6).

What you may not know is that Frankenmuth Insurance’s mobile application, which we introduced more than a year ago, already allows policyholders to easily call up their proof of insurance on their phones, as well as offers a host of other great features like:

- Contact your agent
- View your policy
- Pay your premiums
- Report an accident/claim
- Access Roadside Assistance

As consumers become aware of this new law and look to their agent to recommend a carrier that can help them take advantage of this opportunity, we hope you’ll keep us in mind. For current Frankenmuth Insurance policyholders, this is a great time to reach out and inform them they are ready to go when the new law takes effect.

In the next couple of weeks, we will be posting about this topic on Facebook and Twitter as well as developing a web crawler message on our website. We will then follow up with a similar series of messages once the law goes into effect in January. In addition, we are sending policyholders a “stuffer” in their billing statements that mentions the new law and explains how to download and use the mobile app.

We hope you’ll share our social media posts on your own Facebook and Twitter pages and talk to your customers about the convenience of this new law. Whether you are engaged with a potential customer or existing policyholder, we think this new law offers a great opportunity to start a conversation about how your agency, with the support of Frankenmuth Insurance’s mobile app, can make our mutual customers’ lives a little easier.