

Talk to Your Customers About FI's Mobile App

Last month, a new law went into effect that allows Michigan drivers to show electronic proof of insurance during traffic stops. We'd like to take this opportunity to remind our Agency Partners that Frankenmuth Insurance's mobile app, which we introduced more than a year ago, allows policyholders to easily call up their proof of insurance on their phones.

In addition to accessing an electronic proof of insurance, policyholders can:

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

As consumers seek ways to 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 encourage them to download the app.

In January, we started mailing policyholders an announcement that mentions the new law and explains how to download and use the mobile app. As a result, we are seeing an increase in mobile app downloads, which could be beneficial for both of us when it comes to policy retention.

In addition, we've been posting reminders on our Facebook and Twitter pages about the new law, and today you'll see another post on those pages. 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 the new law. As partners, let's bring added value to our mutual customers by educating them and making their lives a little easier.