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COMMERCIAL INSURANCE AWARDS 2019

Broker Claims Team of the Year

Celebrating excellence in commercial insurance



Matthew Collins and Alex Patten, Ascend Broking; pictured with Matthew Hall, the Chartered Insurance Institute and awards host Kerry Godliman

Winner Ascend Broking

The judges said: This team impressed the judges with its deep understanding of its sector, its commitment to customers through a service-driven culture, and a forward-thinking approach to claims technology.

The winning entry: Improving the speed that claims are reported, the manner in which they are communicated to insurers and providing customers with an individual personal claims service is at the heart of Ascend Broking Groups claims proposition. By combining the use of technology with a hands-on claims management with immediate access to management information, Ascend Broking are able to reduce claims costs and associated credit hire and third party property/injury claims and help reduce premium costs for its clients.

By launching a suite of technology products in 2018, Ascend Broking focused on reducing claims notification time and reducing the time it takes to report a first notification – an approach that ensures a proactive response to claims management. Among the products launched in 2018 were the Ascend Claims Notification App, which enables drivers to report a claim direct to insurers at the scene of an accident with the inclusion of GPS and digital photographic evidence;



the Ascend Drivers App, which provides all drivers with a digital guide of working practices and claims guides at a touch of a button; and Ascend Dashcam, which offers true real-time dashcam footage of accidents which are immediately handed to the dedicated claims handler. The adoption of this approach has mitigated whiplash and personal injury claims; improved driver behaviour and reduced frequency; increased the speed of claims notification; and reduced claims costs.

“Wherever a client may be, they are able to report a claim instantly,” comments Managing Director at Ascend Broking, Matthew Collins. “A copy of the first notification report with pictures and details of the damage, for example, are instantly forward to our claims team with a copy of the digital claim form to the client’s insurance manager.

“In a market that is rapidly changing through consolidation, the closure of certain offices and, at times, the loss of a personal service, we are finding this approach combined with a traditional personal service is being very well received.”

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