

Defined

Insurance Newsletter May 2021



Ascend Transportation

Business Insurance Solutions

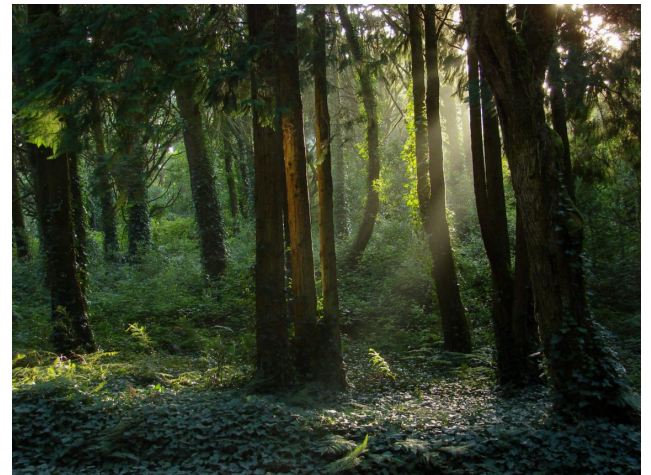
01245 449060

Social media in the transportation industry

In the logistics and transportation industry, social media is used as a tool for business only. There aren't any interactions with customers. Companies are unaware of the parameter of social media comments about services or even the system. Social media tools might pose helpful information for the carrier, logistics manager and their management; the challenge lies in how companies handle the reviews and collect information to provide valuable data. Below are some of the advantages of social media to logistics companies:

- 1) Faster updates for shipment schedules; an increase in the tracking and visibility of your supply chain.
- 2) Information about accidents, traffic jams etc. in order to re-route deliveries.
- 3) Information about weather conditions and other natural aspects that might affect your shipment or deliveries.
- 4) Learn more about the latest trends and other valuable insights from customers and leaders of industry.
- 5) Share or obtain data for risk identification, and reveal the dangers in your supply chain.
- 6) Search and collect innovative ideas from different points of view to further improve your business offers.
- 7) Reach out to new employees, customers, business partners and opportunities.

Read the full blog to see more advantages of social media [here](#)



The Ascend Forest Project – planting 10,000 trees

Ascend are helping to restore some of the world's most threatened forests by planting a tree for every policy and vehicle insured in 2021.

Where environmental change is concerned, everybody in the world benefits from trees, as they assimilate carbon dioxide (CO₂) that in any case adds to a worldwide temperature alteration. Along with non-benefit foundation, MoreTrees. Ascend Broking is helping make it conceivable to plant new local backwoods in Madagascar, Kenya and Haiti.

Each tree planted ingests carbon dioxide from the air, balancing your carbon impression. It additionally delivers oxygen, channels the air, channels precipitation and increments environmental dampness.

We partner with MoreTrees and regulated non-profit NGOs (non-government organisations) across the world, who work with local communities to plant trees while reducing extreme poverty and combating deforestation.

We are planting trees in:

- Madagascar
- Haiti
- Kenya

Read the full blog to find out more about our project and how you can get involved [here](#)

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Why you need a transport insurance specialist

Whatever the size of your haulage operation, you'll have clients relying on your services and your ability to deliver. If your vehicles are out of action, you're not earning. When challenges arise, haulage insurance protects your operation liabilities and assets.

Keep your wheels turning

In the event of a fire, theft or accident, you will have access to much-needed funds and advice to keep you operational.

Connect with partner insurers

With leading insurers and an award-winning broker on your side, you can feel confident your business is covered.

Expert advice and insight

Access to the latest training, information and legislation advice from insurance, risk management and health & safety specialists.

How our haulage and logistics insurance experts help

You need to keep your business running, regardless of the challenges thrown your way – from a tight deadline to a vehicle off the road. Our haulage insurance experts can help. We have been meeting hauliers' insurance needs for over 30 years, so we understand your challenges.

With expert knowledge of the haulage industry, we are able to recommend the best level of protection of goods in transit insurance



Chelmsford City FC

We are delighted to sponsor Claret TV for the 20/21 season.



In the Press

[Read our latest article on Essex TV](#)



How do you reward good driving behaviour?

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Read all of our transport related blogs [here](#)

