

Case Study

Used car sales & evolving market



Ascend Broking Group

Business Insurance Solutions



Transferring a policy & providing excellent customer service, where it had been lacking

Used car sales & evolving market

The client wanted to make changes to their existing cover and discuss the current motor trade market, but they couldn't make contact with their existing account executive.

- Lost confidence in their broker
- Unable to adjust their cover
- Slow response times

Our clients enjoy market-leading coverage backed by carefully selected insurers who provide an award-winning claims service.

Visit Ascend Broking to find out more.

The solution:

Ascend became a local reference point for the client throughout their policy, as our offices are local to their business premises. We visited the client face-to-face a few times, informally. Trust was built, and the client decided they wanted us to look after their existing policy.

Once we received a signed letter of appointment from the client and were officially appointed, their account executive arranged a review of their existing documents.

"We couldn't contact our existing broker to make changes to our stock levels as the second-hand vehicle market grew over the pandemic.

Ascend were contacting us at regular intervals throughout the policy, not just at renewal, and consistently provided advice, making the decision to transfer our policy to them an easy one."



Ascend Broking Group Ltd is authorised and regulated by the Financial Conduct Authority FCA Registration Number: 768429 Registered in England & Wales Company No. 10468557 A Willis Towers Watson Networks Member

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Our Awards

Since our inception in 2017, we have sought to provide an innovative, local and personal service to our clients.

Our goal is to be the best, not the biggest and our unique approach has recently been recognised in the insurance industry, in the following highly-respected awards:



A record 17 award nominations in 2019



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