

insuranceage  
**UK BROKER  
AWARDS 2022**

## Customer Service Award



Ascend MD Matthew Collins receives the award from Paul Sinha

### Winner **Ascend Broking**

**The judges said:** Ascend Broking are focused and customer centric. They are doing what's needed and getting results. Plenty of good metrics in terms of customer satisfaction and retention and, importantly, evidence of growth in clients, GWP and excellent retention. Some valuable investment in technology and claims and the tiered service offering seems innovative and personalised.

Last year, Ascend increased client numbers by 300%, its gross written premium by 225% and staff by 200%. How? By focusing on the customer journey and investing significantly in back-office technology.

Ascend began by taking its offering right back to what its customers needed and rethinking how it could improve their journeys.

Next, it built a new back-office broking system with open application programming interface (API) technology and implemented a bespoke customer relationship management system.

Ascend improved its commitment to customer service by ensuring all clients had a dedicated customer relationship manager. It said that in 90% of cases, clients receive at least one visit a year with a detailed review, highlighting major exposures such as underinsurance, key man, cyber and more. The broker also sought to develop a dedicated in-house claims team to provide expert claims service and advice.

Meanwhile, it developed a tiered service - comprising platinum, gold and silver - to tailor service to clients, including in-house claims.

With this initiative, Ascend aimed to enhance its bespoke offering, give customers an independent local approach and develop a more nimble claims proposition.

#### **Smoother online experience:**

It also made customers' experiences smoother with online offerings. It described its approach to technology investment as "proactive", devising customer-centric instant claim notification apps and policy access, and claims streaming featuring real-time control of clients' mobile devices.

Ascend said the impact of this had been the ability to help improve claim reporting time and claims cost, ultimately reducing the premium expenditure.

All this helped Ascend achieve standout growth during the pandemic, giving customers tailored advice through unprecedented times.

In addition to its impressive headline figures, the business grew its claims servicing team by half and achieved strong client retention.

A customer described the team as "incredibly friendly, helpful, responsive and great communicators".

Another said: "Ascend have been looking after our insurances for a number of years now and we have always been provided with an excellent service."

"We would recommend Ascend to anyone looking to leave their insurances in capable hands and assure you they will deliver on professionalism, value for money and market knowledge."

**[ascendbroking.co.uk](http://ascendbroking.co.uk)**



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