

Case Study

Last minute underinsured
groundworker on cover



Ascend Broking Group

Business Insurance Solutions



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A £4m turnover groundworkers was
hugely underinsured due to rapid growth,
meaning any potential claims could be
rejected.

The client had experienced sustained rapid growth from their incorporation 5 years ago and had used an online insurance product built for SME's which they simply renewed each year, not realising or understanding what could happen should a claim arise.

In January, on allowing Ascend to review their current policy, it was quickly discovered that:

- The company was underinsured
- There was a need for continuous cover with current contracts
- There was a very tight turnaround time before renewal

The solution:

The client provided their Account Executive at Ascend with their documents, which were studied immediately.

Throughout the whole process, the client was kept updated in honest and open conversation so they could understand:

- The issues with the current policy
- The likely increase in costs due to the increase in cover

"Ascend took the time to understand our requirements, write up presentations and provide us with the cover we needed within 3 days. We are very happy!"

Visit Ascend Broking to find out more.



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

Ascend Broking Ltd
21 Springfield Lyons Approach, Chelmsford Business Park, Chelmsford, Essex CM2 5LB

Tel 01245 449 060 | Email info@ascendbroking.co.uk

www.ascendbroking.co.uk



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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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