



# Agency Sector Management hosts twitter feed to help tackle Olympic delays

***Agency Sector Management (UK) Ltd, the leading provider of customs clearance and data management software, is using social media to help customers stay on top of road congestion around Heathrow during the Games.***

**London - Monday 16th July 2012.** A twitter feed giving real-time updates on traffic congestion around Heathrow Airport aims to help tackle delays during the Olympics.

ASM is streaming the Heathrow Air Freight Forum (HAFF) social media feed @haffwg on its web site at [www.asm.org.uk](http://www.asm.org.uk) to give easy access to the information to staff who may not be allowed access to social media at work.

"It's highly likely that freight forwarders will experience some issues with traffic volumes and road congestion during the Games," said Peter MacSwiney, ASM chairman.

"We hope that adding a link to HAFF Olympic Games Traffic Updates will help our customers keep abreast of any traffic issues and make it easier for them to plan solutions to problems as they occur."

The feed, coordinated by Allport operations manager Damian Slack, was set up by the British International Freight Association's (BIFA)'s HAFF Working Group to communicate real time updates on traffic and other issues affecting the cargo terminal.

"It features live updates and live information from across the whole of the airport, fed by drivers and by anyone who spots a problem," said Slack.

"We can get the information out straight away, and it will be faster than the usual traffic updates.

"This is a good example of one of the real positives of social media - it is a great way of