

Not a blank chat box — a partner

How John Webster is bringing Nexus Growth Academy to Acclaim Driving

"It's not a blank chat box — it's a partner that helps with the work, and a place where you describe a tool in plain English and it's working in seconds."

Where I started

I'm John Webster, Commercial Director at Acclaim Driving. We came onto Nexus Growth Academy the simple way — as a Micro member, just a couple of seats, to see for ourselves whether the promise held up before committing the wider team.

What landed for me

Two things landed straight away: the agent, and Build Studio. The agent isn't a blank chat box you have to wrestle with — it's a partner that actually helps with the work. And Build Studio is a place where you describe a tool in plain English and it's working in seconds. That's a very different experience from "here's an AI subscription, good luck." It felt made for how we actually work.

The value we can see

I'll be honest — we're not claiming a spreadsheet of savings yet; we're early. But both Nick, our Managing Director, and I genuinely believe this will give us hundreds of hours back each year. And that time doesn't disappear — it goes onto the important stuff: our pupils, our instructors, and growing the business.

Why we're not staying at 2 seats

Once I'd seen it, I took it straight to Nick. He sees it exactly the same way. That's why we're not staying at two seats — we want a full client server and the whole Acclaim team onboard. We'll prove it across head office first — bookings, pupil enquiries, recruitment, reviews and the day-to-day admin — and then take the same Acclaim-branded academy

and agent out to our instructor network across the UK and NI. Access is one thing; a team that actually uses it every day is the advantage.

Where it's taking us

What started as a two-seat trial has already changed how I think about AI in our business — from "a tool we might buy" to "how our team is going to work." Your Nexus Academy is awesome, and we're excited about where it takes Acclaim next.

John Webster

Commercial Director, Acclaim Driving

Published with John Webster's permission. Nexus Growth Academy — AI training and a personal AI agent for every member.