

CHARTER:BROKER



Clive Jackson blends tech innovation and human intervention to ensure the customer journey gets better and better

Victor is finalist in aviation growth awards

UK-headquartered Victor has become a Growth Investor Awards finalist in the Growth Champion of the Year category, which looks at how efficiently and effectively growth capital and associated support has been optimised, deployed and measured. The nomination is a major UK accolade and recognises the business as well as the team behind it.

The company has been short-listed among eight finalists from a wide variety of sectors including food, retail and entertainment. "This is an incredible achievement; more so because we are now the sole business representing both the aviation and travel industries," says CEO and founder Clive Jackson.

The company has also reached number 20 in the Sunday Times Tech Track 100 of leading UK digital firms, an up-to-date listing of Britain's fastest-growing private tech companies. The index recognises Victor's four-year average sales

growth of 139 per cent, and its investment in software which brings further efficiencies to the business. A new intelligence platform allows customers to be served 40 per cent quicker, year-on-year, from initial request to full booking. Indeed this has also led to increased revenue, with Victor on course to add \$18m in incremental revenue for 2016.

"Nevertheless, there is still much for the team and I to do in order to compound Victor's charter revolution," says Jackson.

"We remain committed to finding even newer efficiencies of operation and service, and to evolving our product and reach yet further. This year, typically, we have introduced a new business intelligence platform that touches over 22 million data points and uses smart algorithms to ensure that our teams can call and support our customers in the right way, at the right times. We have new product and expansion plans on the horizon."