



Zoho CRM is essentially  
our company brain

## French energy company channels prosperity with Zoho CRM

### COMPANY PROFILE



INDUSTRY  
Internet



TYPE  
B2C



SIZE  
201-500 employees

### COMPANY CRM CRITERIA



Customization



Workflow Automation



Customer Service

“Zoho empowers users who do not have a technical background,” said **Selectra**, Co-founder Aurian De Maupeou. “It has proven to be an excellent solution. My users, many of whom do not have a technical background, are empowered to create work applications that are useful every day in our customer call centers.”

About ten years ago, De Maupeou and his colleague and co-founder, Xavier Pinon, saw an opportunity in a homogeneous French energy market to not only increase competition by offering an alternative energy supply, but to also lower prices across the board for consumers. In 2015, roughly 135,000 households in France used Selectra, and that number has been steadily increasing.

Selectra couldn't have achieved that success without Zoho CRM. Today, over 240 Selectra employees use Zoho CRM to manage inbound customer calls.

“Zoho CRM is essentially our company brain and holds all the memory of the company,” said De Maupeou. “It allows us to grow very easily because the operating system itself is strong.”

When a call comes in to one of Selectra's offices, in either Madrid or Paris, leads convert to contacts in the system. De Maupeou added that Zoho has minimized the need for outside developers.

“My executives can generate workflow loads and custom functions themselves. This is incredibly useful for us to accomplish new initiatives quickly,” he said.

## Challenges:

“Before he discovered Zoho, Selectra was using a software application built by De Maupeou himself to track their sales funnel.

“When I built my own interface,” De Maupeou said, “we used to have problems with bugs in the system that resulted in a loss of trust. It got to the point where my employees expected to find bugs that would prevent them from working in an efficient way.”

In addition, they were also using their own homegrown system to manage inbound calls. Despite the inherent inefficiencies, the business began to outgrow the capability of the self-built platform.

“It was too slow and hindered all our agents. It didn’t take us long to decide to move to a more regulated system,” he said. When Selectra began its search for a CRM, De Maupeou disliked the salesman-like approach he encountered at some CRM companies.

“At Salesforce, for example, the first representative I ended up speaking with was a salesperson,” he said.

## Solution:

De Maupeou was pleased to find that Zoho’s approach was refreshingly different.

“The first person I spoke with was a technical person from chat support,” De Maupeou highlighted. “It was a radically different approach, leading with helpfulness rather than hard sales.”

That first experience De Maupeou had with Zoho CRM’s support made him realize that if he chose Zoho he would be getting a valuable, yet affordable, service, and not an expensive, pre-packaged product.

“I soon discovered that Zoho CRM is not a cheap solution, but rather a solution that offers an incredible product for the price,” he emphasized. “Zoho offers us stability, and I don’t have to worry about the reliability of the server. This engenders a culture of dependability among my users that we previously didn’t have.”

## Results:

Making the switch from a homegrown system to a more universally-designed interface can be daunting. But De Maupeou underscored that it wasn’t that way for him or for his employees because Zoho is different.

“Introducing new employees to the system remains simple. The system does not require extensive training or additional support. I also really appreciate Zoho’s radically different approach to customer service and rightfully trusted them to aid in our transition,” he said.

Since implementing Zoho CRM, Selectra has grown quite significantly over the past five years; more than either De Maupeou or Pinon ever anticipated when founding the company back in 2007. In addition to their main offices in France and Spain, Selectra now has associates spread across Europe.

“What I like with Zoho is that it is a stable ground upon which I can build a complex entity.”

“I recommend Zoho very frequently to other companies. Our experience has been excellent!”



Zoho CRM is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

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