

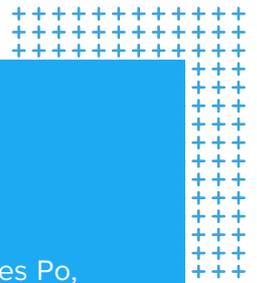


Expand and strengthen with Zoho

 **Selectra**

Customer Case study - Selectra

The background is a solid blue color. It is decorated with various geometric shapes and lines. There are several small squares and hexagons in red, green, yellow, and blue scattered across the page. At the bottom, there are several overlapping, wavy lines in green, yellow, red, and blue. A larger yellow hexagon is located in the bottom left corner.



Selectra

Selectra is a French company established in 2007 by two students of Sciences Po, Xavier Pinon and Aurian de Maupeou, to help consumers compare and select contracts of various firms concerning energy, telecommunication, and insurance. This idea was conceptualised amidst the growing demand in the energy sector. Today, Selectra has experienced an enormous growth with over 1,200 employees operating in more than 10 countries. In 2019, the company achieved a revenue of €53 million and has been listed in the Financial Times' overview of Europe's fast-growing companies year over year.



Aurian de Maupeou is a postgraduate in finance and strategy from Sciences Po Paris and postgraduate in International affairs from the University of Saint-Gall. He was also an exchange program student of the Waseda University, Tokyo and the Korean University, Séoul. With in-depth knowledge about the web, Maupeou is now responsible for the company's new market development and SEO strategy.



Aurian de Maupeou
Co-Founder & CEO
Selectra

Issues and Challenges

Before Zoho, Selectra had developed their own pipeline management application. However, while building the interface, they faced numerous challenges. “We often encountered bugs, causing the employees to lose trust in the tool,” said Maupeou, co-founder & CEO. The bugs significantly slowed down the commercial development of the company and consequently revealed the limits of their in-house platform, which led to the exploration of a new CRM tool that would ensure uninterrupted commercial activity and meet their specific standards.

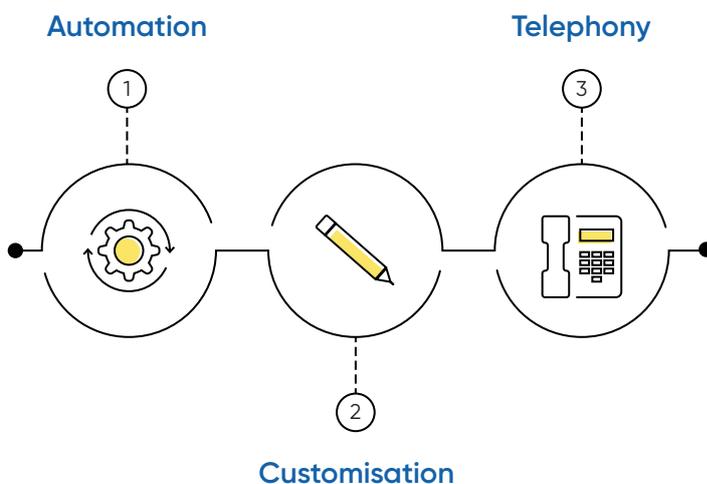
In 2015, Selectra started evaluating various CRM solutions. After thorough consideration, Zoho was their final choice, answering all their business needs at a competitive price, four to six times more affordable compared to immediate competition.

Maupeou said, “the first person I reached out at Zoho was a technical support personnel, who had an in-depth knowledge about the product and its functionalities. The other providers tend to have a very sales focus pitch and offer a solution only after the contract is signed, this showcases the quality of service provided by Zoho.”

Configuration & Usage

With Zoho, Selectra can now automate a large part of their business processes via multiple workflow rules and custom functions. This automation of internal processes helps the company save time and resources. During the deployment process, several of their employees from a non-technical background were also able to set up these workflows.

“Unlike the competitors, Zoho not only facilitates the implementation of these processes in-house, but they are also user-friendly,” said Maupeou.



Another predominant feature of Zoho CRM that helps Selectra is the integration with telephony partner NewVoiceMedia, which allows their agents to access detailed customer logs quickly and ensure callers are connected to the right contact by routing incoming calls directly and smartly via Zoho CRM. This helped Selectra drastically improve the processing time and customer satisfaction.

Other key features of Zoho CRM that benefit Selectra are:



Customisation

Selectra can customise the modules and fields of Zoho CRM, which helps cater to any specific needs. **“This is particularly useful feature”**, said Maupeou.



Marketing

Selectra also has Zoho CRM integrated with MailChimp for their email marketing campaigns. This integration is included in Zoho Marketplace without any additional cost.



Analytics

Selectra makes good use of the reporting functions and dashboard to follow up on KPIs. The reports help them understand their scope of improvement.

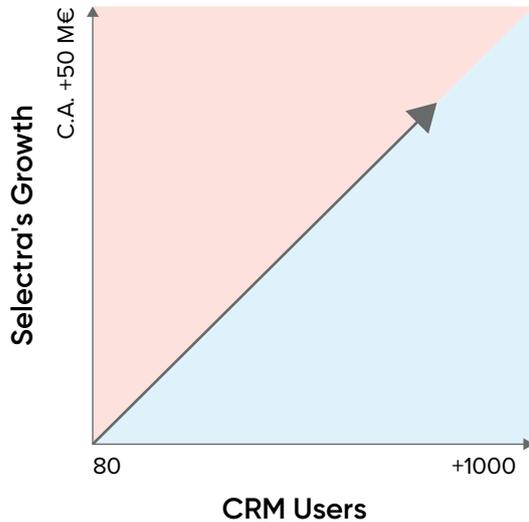


API

Selectra has also developed a commission calculation system for sedentary salespeople based on their performance and it is integrated through Zoho's API. This is a PHP project on Laravel coupled with a Chrome extension.

Zoho	Other Solutions
<ul style="list-style-type: none">✓ Zero service and implementation cost	<ul style="list-style-type: none">⊖ Service and implementation costs 4-6x more expensive
<ul style="list-style-type: none">✓ Minimal licence cost	<ul style="list-style-type: none">⊖ Elevated licence cost
<ul style="list-style-type: none">✓ Client support by direct chat with the engineers	<ul style="list-style-type: none">⊖ Poor support experience
<ul style="list-style-type: none">✓ Integration with telephony services	<ul style="list-style-type: none">⊖ Selectra feels many CRM systems ironically prevent company from achieving it's goal

Evolution



Selectra feels that CRM is a necessary tool that ironically often brings problems and prevents a company from achieving its goals. Fortunately, this hasn't been the case with Zoho. According to Maupeou, “in business terms, Zoho gives Selectra a comparative advantage over its competitors. We evaluated that Zoho is four times more affordable than its immediate competitor, Salesforce. This competitive pricing significantly contributes to the company’s EBITDA and thus to its success”.

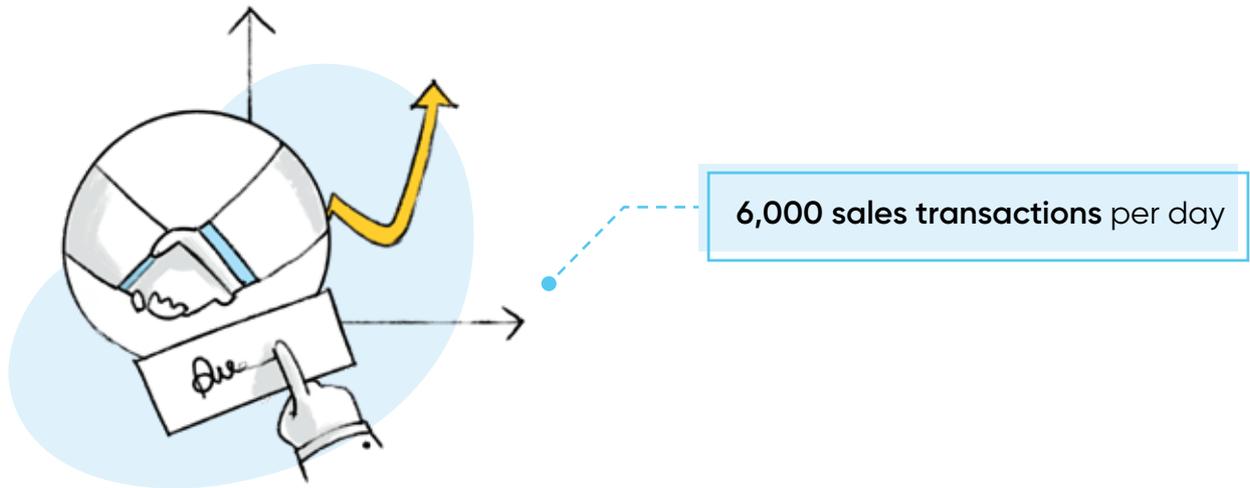
Selectra operates in a buoyant market and is well-known for its phenomenal success internationally. After expanding their services in Europe, they are turning towards more distant markets, and today their Japanese subsidiary uses Zoho with utmost satisfaction. The tool adapts and accompanies them in their expansion.

The advantage of Zoho ascertained by Selectra is that the tool is completely scalable depending on usage. Since the adoption of Zoho CRM, Selectra has grown exponentially and now has more than 1,000 users, growing by about 50% every year with immense use of its API integrations. **“With the rapid growth of our organisation, nothing has changed in the functionality of Zoho CRM. We have not noticed any issues regarding the loading time or speed of the tool,”** said Maupeou.



50,000 activities per day

With Zoho CRM, Selectra, is now efficiently handling around 50,000 activities (predominantly calls) per day, equating to as many contacts and about 6,000 sales transactions per day.



Zoho acts as a foundation for Selectra, through which the organisation has been able to build a complex entity. "I often recommend Zoho to other companies. We share an outstanding experience with Zoho! The monopoly of Salesforce and its exorbitant prices are avoidable. You can always count on Zoho CRM and you will not regret it," said Maupeou.

- ✓ Customisation
- ✓ Price
- ✓ Client support

