



# How Zoho CRM empowered Selectra to become France's biggest energy price broker and conquer new markets



[www.selectra.com](http://www.selectra.com)

## About Selectra

Selectra was founded in 2007 by two graduate students at the prestigious Paris Institute of Political Studies, following reforms that opened the French gas and electricity markets up to competition to help consumers compare contracts and select a supplier. The company grew rapidly and now helps customers in 17 global markets find the best deals for energy, internet, TV, insurance, and finance.

## Solution summary

Success led Selectra to rapidly outgrow the tools its founders initially built to run it on. Zoho CRM offered a strong foundation for their next stage of growth with enough flexibility and extensibility to still make it their own.

***I would recommend Zoho CRM for this reason: It's an engineering company, not a sales company. When I don't know how to do something, I want to talk to a technical person.***

**Aurian de Maupeou,**  
Co-Founder, Selectra

---

**€10,000** monthly savings  
due to increased efficiency

Scaled smoothly from  
**80** to **1,000+** users

**6,000** sales transactions  
per day

# The Challenge

As student startup founders, Xavier Pinon and Aurian de Maupeou were working on a shoestring budget and opted to build rather than buy much of their operational software. But when Selectra began to grow by 50%+ year after year, not all of their homegrown tools scaled as smoothly. Bugs in their pipeline management application and inbound call management system reduced the efficiency of their processes and the trust employees placed in the system. This began to significantly slow down their commercial development and limit expansion opportunities. De Maupeou had concerns about implementing a third-party CRM as he feared they often caused more problems than they solved, and as the co-founder of a market comparison provider, he took his market research very seriously.



***It got to the point where my employees regularly expected to find bugs that would prevent them from working efficiently.***

**Aurian de Maupeou,**  
Co-Founder, Selectra

Their ideal CRM platform could:

- 1** Scale seamlessly with the company as they continued to grow
- 2** Replace both their legacy pipeline tracker and their inbound call tool
- 3** Enhance rather than restrict their wildly successful business model
- 4** Offer opportunities to increase efficiency by automating away manual work

# The Solution

Selectra implemented Zoho CRM, using its in-built integration with their telephony partner, NewVoiceMedia, to replace both their legacy platforms. Extensive use of both native customization options and the Zoho CRM API allowed the French energy giant to retain the benefits of a custom solution without the cost of building it, and they've made good use of the more powerful and reliable automation now available to them.

## Solution highlights:

- ✓ The integration with telephony automatically links incoming calls to detailed customer records, improving both call processing time and customer satisfaction
- ✓ In-built reporting functions have enabled KPI dashboards for better visibility into how the business is performing and where there is room for improvement
- ✓ The Zoho API enabled de Maupeou to build and integrate custom tools, such as an automated commission calculation system for Selectra's sales agents, which pulls data on their productivity directly from CRM
- ✓ Workflows and custom functions empower even non-technical employees to create their own automations, such as a custom function to calculate overall customer savings, which has saved one agent up to two hours per day



***Making the switch from a homegrown system to a more universally-designed interface was daunting, but Zoho CRM is different. I rightfully trusted them to aid our transition.***

**Aurian de Maupeou,**  
Co-Founder, Selectra

## Benefits and ROI

For de Maupeou, the biggest benefit from Zoho CRM is in the competitive advantage he feels Selectra gets from running on a custom solution for a fraction of the price of a team of developers or a Salesforce implementation. The company has put their CRM's scalability to the test, growing from 80 users at initial implementation to well over a thousand with no impact on load or response times, and has found onboarding and training new users extremely easy. This facilitated their further rapid growth and was a total game-changer when it came to expanding into new regional markets, which would have been a major challenge with their bug-ridden legacy system.

---

**€10,00** monthly savings

**6,000** sales transactions per day

**750,00** contracts signed in 2022

---

**“Zoho CRM is essentially the brain of our company... It's the stable ground we've built a complex system on top of. It is very strong and has allowed us to grow very easily.”**

**Aurian de Maupeou,**  
Co-Founder, Selectra

Zoho offers a suite of intelligent enterprise business software, including an award winning CRM suite, the industry's only comprehensive analytics and BI platform, and a powerful low-code development ecosystem.

Visit [zoho.com/enterprise](https://zoho.com/enterprise) to learn more about our offerings for larger organizations.