

How Chance gives every rep 30 minutes a day back with Claap

30 min back per rep,
every single day

Edtech · 50–99 employees

16-rep full-cycle sales team

100% inbound

Sales Manager

— About

Chance helps people find work that fits. Through its Trèfle method, a three-month program of skills assessments and one-to-one career coaching, it has guided 45,000+ people toward more fulfilling careers. Its commercial engine is a 16-person, full-cycle, 100% inbound sales team, managed by Pierre-Louis Beunardeau.

— The challenge

For a team running a high volume of fast, transactional cycles, time and consistency are everything. Chance's previous recorder captured calls and let them coach on them, but stopped there: it didn't turn calls into anything. After every call, reps filled CRM fields and wrote notes by hand, and the price-to-value no longer added up.



It saves each sales rep a good 30 minutes a day. After every call, you used to lose time taking notes.

Pierre-Louis Beunardeau, Sales Manager, Chance

— How they use Claap

- 1** Automatic CRM data: fields that used to be filled by hand now populate straight from the conversation.
- 2** Standardized SPICE qualification: a custom insight template scores every call against the same five criteria, so recaps stay clean and consistent across the whole team.
- 3** One-click follow-up emails: hyper-personalized emails generated from the call, replacing reworked HubSpot templates.
- 4** Built-in coaching: Claap returns a coach-style report on how well each criterion was explored, so reps self-coach from their own and their teammates' calls.

— The results

~30 min/day

saved per rep on notes + CRM

16 reps

qualifying every call the same way

1 click

follow-up emails, no templates

MCP

call data piped into Notion, HubSpot & Metabase

“My second big use case is the Claap MCP. I pipe it into my Notion agents to get a global view of every deal, cross-referenced with HubSpot and Metabase.”

Pierre-Louis Beunardeau, Chance

— Copy the playbook

- Build your own insight templates: encode your qualification method so Claap scores every call against the criteria you actually care about.
- Plug into the MCP: pipe Claap into your Notion or Claude agents for a global pipeline view, cross-referenced with HubSpot and Metabase.
- Run analysis on structured call data: power your pipe reviews and win/loss off Claap data instead of pulling it together by hand.

See what Claap can do for your sales team

claap.io

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