

# How Weglot saves 10+ hours per week per rep with Claap

**10+** hours saved per rep, every week

Web-translation SaaS

70,000+ customers

24 Claap users

Chief Sales Officer

## — About

Pierre Fertout leads Sales at Weglot, a fast-growing web-translation SaaS serving 70,000+ customers worldwide. With an engineering background and time running SalesOps at CoachHub, he focuses on high-performing sales teams, strong AE processes, and scalable, AI-powered revenue motions.

## — The challenge

Weglot already believed in conversation intelligence, so the team didn't need convincing. But their existing tool was too expensive, too reactive and too limited in AI capabilities and data access. When the contract came up for renewal, Pierre started exploring alternatives, and a cost-driven look at Claap quickly became a strategic upgrade.



**The best tools are invisible. Claap just runs in the background and makes everything easier.**

**Pierre Fertout, Chief Sales Officer, Weglot**

## — How they use Claap

- 1 AI-generated follow-up emails after every call: structured, bullet-pointed, matching the team's format, so reps barely edit them.
- 2 Automatic CRM enrichment: AI prompts extract qualification criteria, product feedback, upsell signals and support notes and populate dozens of HubSpot fields with no manual entry.
- 3 Searchable call intelligence: reps ask "what's blocking this deal?" and surface the moment instantly, which also smooths CS handovers.
- 4 An AI knowledge hub: Claap connected to Claude, Gmail and Notion via MCP to consolidate every question and answer across all calls with a client.

## — The results

**10+ hrs**

saved per rep, every week

**4 → 3 months**

sales cycle

**20–40%**

of weekly rep time freed

**24 users**

across sales, support, product

“Every follow-up email is structured exactly the way we want. I barely edit them anymore.”

Pierre Fertout, Weglot

### — Copy the playbook

- Auto-generate structured follow-ups to kill the post-call task nobody wants.
- Run AI prompts after every call to enrich CRM fields automatically.
- Make your call history searchable so reps find objections, pricing and decision-makers in seconds.
- Connect Claap to your AI stack via MCP to build a living, reusable knowledge hub.

**See what Claap can do for your sales team**

claap.io

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