



Case Study: Philbert Corbrejaud

How speaker and mentor Philbert Corbrejaud structured his training and mentoring services with Zoho One.

Executive Summary Philbert Corbrejaud, a speaker and business mentor, wanted to digitise and automate the management of his coaching and training programmes. By deploying Zoho One, we implemented an e-learning platform to monetise his expertise, an online booking system for his mentoring sessions, and marketing journeys to engage his community. The solution enabled him to structure his services, create new revenue streams, and optimise his time.

About the Client

Philbert Corbrejaud is a renowned speaker, business mentor, and coach, and the author of the book "Libérez vos Talents" (Unleash Your Talents). He is dedicated to helping professionals and entrepreneurs develop their potential through inspiring conferences, mentoring programmes, and network events.

The Challenge: Structuring and Monetising Personal Expertise

Philbert Corbrejaud's expertise was in high demand, but the management of his activities relied on manual processes. Scheduling coaching sessions, delivering training content, and engaging with his audience all lacked a centralised system. It was difficult to sell online courses in a structured way and to efficiently manage a growing number of mentoring clients.

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Why Zoho?

To build this digital and scalable service ecosystem, **Zoho One** was chosen for its **ability to integrate client management (CRM), content selling (Learn), and marketing automation**. The suite provided all the necessary tools to build and manage an online academy, automate appointment bookings, and nurture community relationships, all from a single interface.

The Solution: A Platform for the Modern Coach

We designed a bespoke digital ecosystem to support Philbert Corbrejaud's business:

1. **The "Unleash Your Talents" Academy:** Using Zoho Learn, we built an e-learning platform where his clients can purchase and access his training modules. This solution made it possible to **monetise his knowledge** and make it accessible to a wider audience.
2. **Marketing and Engagement Automation:** By connecting Zoho CRM and Marketing Automation, we set up communication journeys for his community. Conference attendees and readers of his book now receive relevant content that encourages them to join his training or mentoring programmes.
3. **Simplified Mentoring Management:** Zoho Bookings was configured to allow his clients to book and pay for their coaching and mentoring sessions directly online, which has greatly simplified his diary management.
4. **Streamlined Administrative Processes:** The use of Zoho Sign for the electronic signature of coaching contracts has professionalised and accelerated client onboarding.

The Benefits: New Revenue, Efficiency, and a Stronger Brand


The deployment of Zoho One has enabled Philbert Corbrejaud to professionalise and scale his business.

- **New Passive Revenue Stream:** The e-learning platform has created a new sales channel for his expertise, generating revenue that is not directly tied to his physical presence.
- **Radical Time Optimisation:** Automating appointment booking, invoicing, and communication has freed up valuable hours, allowing him to focus on what he does best: coaching and inspiring.
- **Enhanced Brand Image:** Offering a seamless and professional digital client

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journey—from online booking to accessing a training platform—has solidified his image as a modern and organised expert.

About Altaïs

As a Zoho Advanced Partner, Altaïs specialises in integrating management solutions for SMEs. With our dual expertise as both developers and consultants, we build high-performance, bespoke information systems by connecting Zoho to your existing ecosystem.

- **Website:** www.tout-pour-la-gestion.com

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