

Orbit AI

Sector Guide and Buyer Profiles

Here is a quick reference guide for navigating Orbit AI conversations based on industry verticals and buyer personas.



Key Industries



Healthcare

Pain points	Why Orbit AI matters	When to bring in Orbit AI
- Chronic phone volume overload - High appointment no-show rates - After-hours patient calls - Staff burnout from administrative tasks	- Automates appointment scheduling - Handles after-hours triage routing - Answers common questions about services, insurance, and prep instructions, freeing clinical staff	- When no-show rates are above 15% - When front-desk staff turnover is high - When the practice is expanding hours or locations



Real Estate

Pain points	Why Orbit AI matters	When to bring in Orbit AI
- Leads come in 24/7 but agents have limited availability - Fast-follow up is critical for conversions - High volume of repetitive property and availability questions - Scheduling/coordinating showings are time-consuming	- Instantly responds to listing inquiries at any hour - Qualifies buyer/renter intent - Schedules showings - Routes hot leads to available agents, preventing them from going to competitors	- When agents are losing leads to competitors with faster response times - When an agency is scaling its listing volume - During peak market periods



Retail

Pain points	Why Orbit AI matters	When to bring in Orbit AI
- Seasonal demand spikes that overwhelm customer service - High volumes of customer inquiries related to order status, returns, and store hours - Inconsistent support experience - Customer churns	- Automates responses for order tracking, return policy questions, store locations, and store hours inquiries - Handles post-purchase outreach for reviews or upsells	- Before peak seasons (holiday, back-to-school) - When return call volume spikes - When expanding to new locations

Buyer Roles



Business Owner

The person accountable for the success of the entire organization.

They own	What goes wrong	Key use cases	What a win looks like
- Overall customer experience - Company reputation	- Can't meet customers' expectations for 24/7 service and support - Lose business because of delayed follow-up - Adding employees is cost-prohibitive	- Inbound customer service automation for first-line resolution, triage, FAQs, etc. - Inbound AI-driven calling (e.g., appointment reminders, follow-ups, surveys)	- Increased employee productivity - Increased customer satisfaction - Increased revenue



IT/Technical Support Leader

The person responsible for tech systems and infrastructure within the company.

They own	What goes wrong	Key use cases	What a win looks like
- Ensuring systems deliver employees a seamless work experience - Ensuring systems provide customers a positive interaction with the business	- Integration challenges - Introduction of latency	- On-net calls - Transfers integrated within PBX infrastructure	A future-proof communication solution