AURASELL

Orchestra Health Replaces a Vibe-Coded Notion CRM with AI-Native GTM

Tuuli vibe-coded a Notion CRM to get the seed-stage team off the ground, but it couldn't scale. Disconnected spreadsheets, hand-logged emails and meetings, and deal context that lived in people's heads weren't sustainable. Three weeks after moving to Aurasell, the team estimates a 50% efficiency gain and is building toward a repeatable sales process.



Tuuli Hietamies
SVP Strategy & Operations
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From Hand-Built CRM to a Repeatable GTM Motion

Challenge: Homemade CRM Too Manual to Scale

Reps lost hours each week on manual CRM maintenance

- ✓ A vibe-coded Notion CRM had data living across 3 separate spreadsheets
- ✓ Every email, meeting, call, and signal logged by hand, with no automation and no agentic capability
- ✓ Hours were spent every week tracking next steps, handoffs, call prep and stakeholders
- ✓ **As the team got busier, manual recordkeeping became unsustainable and details slipped through the cracks**

Solution: One Platform for Everything, Live After One 2-Hour Setup

2–4x time savings vs. alternative: manually maintained HubSpot

- ✓ Custom environment, users and active accounts loaded the same day
- ✓ Automated opportunity tracking replaced manual data entry
- ✓ Ask Aurasell is the team's source of truth for account status, updates and summaries
- ✓ Unifies enterprise tools and communication channels, providing a complete customer view
- ✓ The post-sales implementation workflow is built in and automated, replacing the manual project tracker
- ✓ **AI research and prospecting scope out new industries and segments**

Outcome: ~50% More Efficient in Three Weeks

CRM upkeep cut by 75%

- ✓ 1,200+ hours a year back to reps for selling
- ✓ Every deal's stage and next step is visible to the whole team, with no status meetings
- ✓ Every signal is tracked automatically, removing manual data entry and lost context
- ✓ Implementation milestones are tracked automatically, keeping long, multi-step rollouts on track
- ✓ **New hires are up and running on Aurasell in 2 hours and onboard into the pipeline faster**

> *"When you're a growing startup, everyone needs to see high-stakes deals. Aurasell makes that easy."*

> *"Now, everybody has access to every deal detail."*

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