



alanna.ai

# Celebrate the New Year with a Virtual Closing Assistant

2021

In this eBook we discuss Alanna, the virtual closing assistant, and how her technological know-how can transform the way you do business in the title industry.



# Introduction

It's vital not to understate the importance of communication, regardless of the industry you're in. Title agents in particular, and others working with real estate, often find themselves faced with innumerable partners and clients to stay in communication with. But any title company wishing to provide the right information to their clients, must be certain they are following the right procedures from beginning to end.

This is where a virtual closing assistant can come in handy. A virtual closing assistant such as Alanna can help facilitate better communication between everybody involved. Alanna can gather important information from everyone without the use of more outdated forms of communication. This way, all parties concerned can be certain they are ready for closing day.

## CHAPTER 1

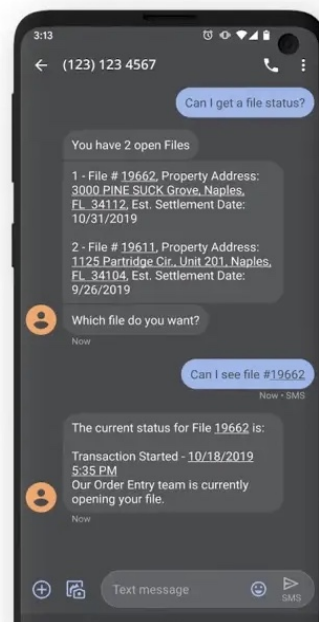
# 2021 is the Year of the Virtual Closing Assistant

There's no reason the closing process has to be complex. This is why with 2020 drawing to a close and a new year dawning, it's the perfect time to make a resolution to simplify the process with a virtual closing assistant such as Alanna.

Alanna is a fast and accurate customer service resource for title companies. She can be there for you to help facilitate communication with your customers 24/7, directing customers to the information they need without making a phone call or sending an email. From quick and easy questions to queries that may be a little more detailed, Alanna is always available, making it quicker and easier for customers to access the information they need.

# How Alanna Works

Alanna can work in a couple of different ways. On your site, customers can communicate with the virtual closing assistant via web chat. However, they can also communicate by way of text message, though to do so, they'll need to use their mobile number to verify their identity. This is so Alanna can be sure to safeguard any information shared, such as files or documents - another example of what makes Alanna fast and accurate!



When communicating with Alanna, a customer can ask a question - for example, "Where is your office located?" However, Alanna can also start a conversation with prompts. Some examples of prompts may include, "We have documents ready for your signature. When are you available to stop by?" From this point, the individual can carry on a conversation with Alanna, and it will continue in the chat session.

At any point during their chat session, an individual can request to speak to a live agent by saying, "I need help" or "Get a human." This will direct them to a queue where they'll briefly wait while an agent is notified to come to their assistance. Out with the old in 2020, and in with new ways in 2021 to ensure customers can always have access to the resources they need.

# The Benefits Alanna Offers

Having Alanna by your side gives you the ability to ensure you're able to provide a high level of customer service while reducing the amount of time you spend with document requests and status requests, allowing you to focus on complex tasks. Additionally, because Alanna is always available, you can rely on this customer service resource to be there at any time to take care of individuals and their needs, even without increasing the number of staff required.



Alanna is also unique in the visibility it provides, offering insight into what people are searching for when they come to the virtual closing assistant with their queries. Above all, it offers a competitive advantage as Alanna is always available to answer customer's questions. Reduced frustration among customers leads to happier customers overall, regardless of the source of a customer's frustrations. As you ring in the new year, you can do so with a virtual closing assistant to enhance communication and overall customer satisfaction.

# Start the New Year Off Right with a Virtual Closing Assistant

There's always a lot to think about when kickstarting the new year. Perhaps one of the biggest goals any business owner should have in mind is how they can make things simpler and more efficient for themselves, their employees, and even their customers. A virtual closing assistant for title companies such as Alanna can be one of the best ways to get the year started off right.

Many title companies may already have heard about Alanna and some of the things she can do such as:

- Helping answer simple customer queries
- Allowing closers to reduce phone calls
- Answering questions about customer files and documents

Alanna can do a lot to increase production for everyone involved. But Alanna can do much more than that. Here, we'll take a look at just how much Alanna can do as a virtual closing assistant for title companies and why Alanna might need to be a part of your new year's resolution.



# How Alanna Can Help With Cost Estimates

Of all the questions getting tossed around in title companies, among the most common and perhaps the most complex, are those related to closing cost estimates. At the end of the month, closers may end up bombarded with phone calls regarding closing costs, and title companies may feel as if they need additional people on hand just to answer questions related to closing cost estimates.

This is where having Alanna to help out can be an amazing asset. Alanna has the ability to generate closing cost estimates for buyers, sellers, and even refinancers in just seconds. Additionally, these estimates can be formatted as a PDF file and sent directly to the customers once they've made their inquiry, either on location, via email, or via text. It's really that simple.



# Mobile-Friendly and Secure

For closers looking to reduce phone calls, using Alanna is a big win for everyone involved. With our virtual closing assistant for title companies, the process of getting closing cost estimates is incredibly fast and efficient for everybody involved. Everything can be done through a mobile device, with a request for a closing cost estimate being made by way of a text.

Once this is done, Alanna will send a link that is used to gather all of the necessary information to make the estimate. Any individual working with Alanna can also be certain any information shared with the virtual closing assistant is completely safe. Alanna uses a secure channel, so all information and any documents sent through the virtual closing assistant are kept entirely out of harm's way.





# How Title Companies Can Benefit From a Virtual Closing Assistant

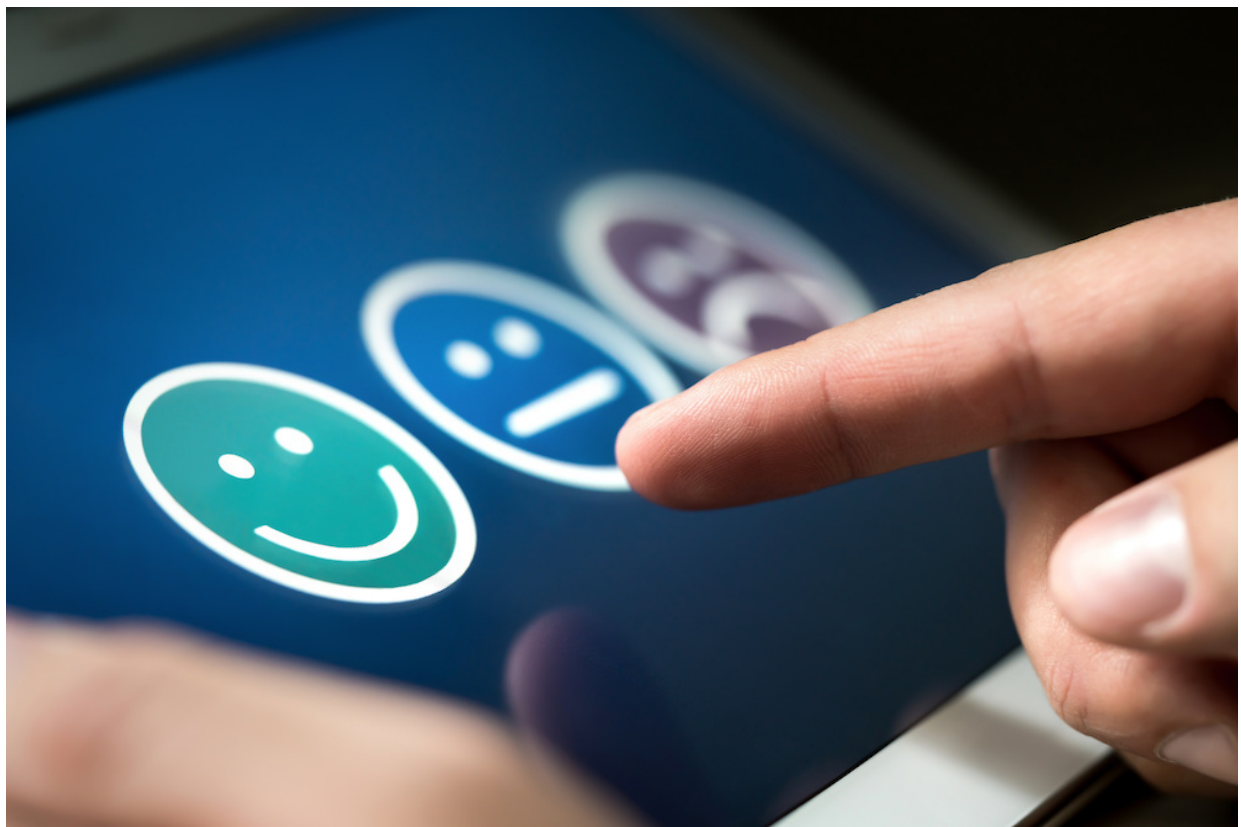
As technology continues to flourish in the real estate industry, title companies have had to integrate the right tools into their operation to provide competitive service. This means facilitating a fast and efficient closing process and streamlining the way a title office operates day-to-day. Failing to embrace tech tools that help make this happen could result in a diminishing business reputation.

One tool that's becoming more and more common for title companies is a virtual closing assistant. These provide a digital resource both clients and title agents can use to make the often complex closing process much easier. If you're considering investing in a virtual assistant, but aren't sure if they're right for you, keep reading. We're going over several benefits they provide to title companies.

# A Unique Customer Experience

Of all the questions getting tossed around in title companies, among the most common and perhaps the most complex, are those related to closing cost estimates. At the end of the month, closers may end up bombarded with phone calls regarding closing costs, and title companies may feel as if they need additional people on hand just to answer questions related to closing cost estimates.

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# Eliminate Repetitive Tasks



If title agents are forced to attend to menial, repetitive tasks throughout the day, the closing process will suffer. Responding to simple questions via email or answering phones pulls a title agent away from more complex issues that require their expertise. However, by incorporating a virtual closing assistant, title companies have a highly-efficient support system backing them up. Clients can turn to the virtual assistant when they need closing updates or answers to questions. This will reduce live chat requirements and free up agents' time. A virtual closing assistant can also grant secure access to closing documents 24/7. This allows agents to keep the closing process running smoothly.

## A Hub of Communication

With so many moving parts associated with a real estate closing, it's imperative for a title company to maintain a strong line of communication between buyers, sellers, real estate agents, and lenders. A virtual closing assistant makes this extremely easy. All parties involved in a closing can interact with the virtual assistant via text or chat. This means communication doesn't have to stop when a title company's office closes. The virtual assistant is available 24/7 so clients can interact with the title company even if they have a question in the middle of the night.

# A virtual closing assistant wants to work for you...her name is Alanna!

Are you ready to completely overhaul the way your title company operates and serves your client base? Incorporate Alanna into your process and start benefitting from all of her abilities in the new year!

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