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# Alanna AI is Ready to be Part of Your Team

This eBook explains what aspects of customer service can set your title company apart from the rest and the role Alanna AI plays in it.

# Introduction

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Providing outstanding customer service is an essential component of a successful title company. However, by answering phone calls and emails throughout the day, do you really feel like you're providing the best service possible? Real estate agents and lenders simply want answers to their questions, and Alanna can provide them quickly.

Alanna helps you take care of inquiries now that you would normally put off for later due to higher priorities. When Alanna is part of your team, you can ensure real estate agents, lenders, and clients get the service they expect while allowing your title agents and staff members to focus on more complex tasks.



# Does Your Current Customer Experience Defer Work or Give Satisfying Answers?

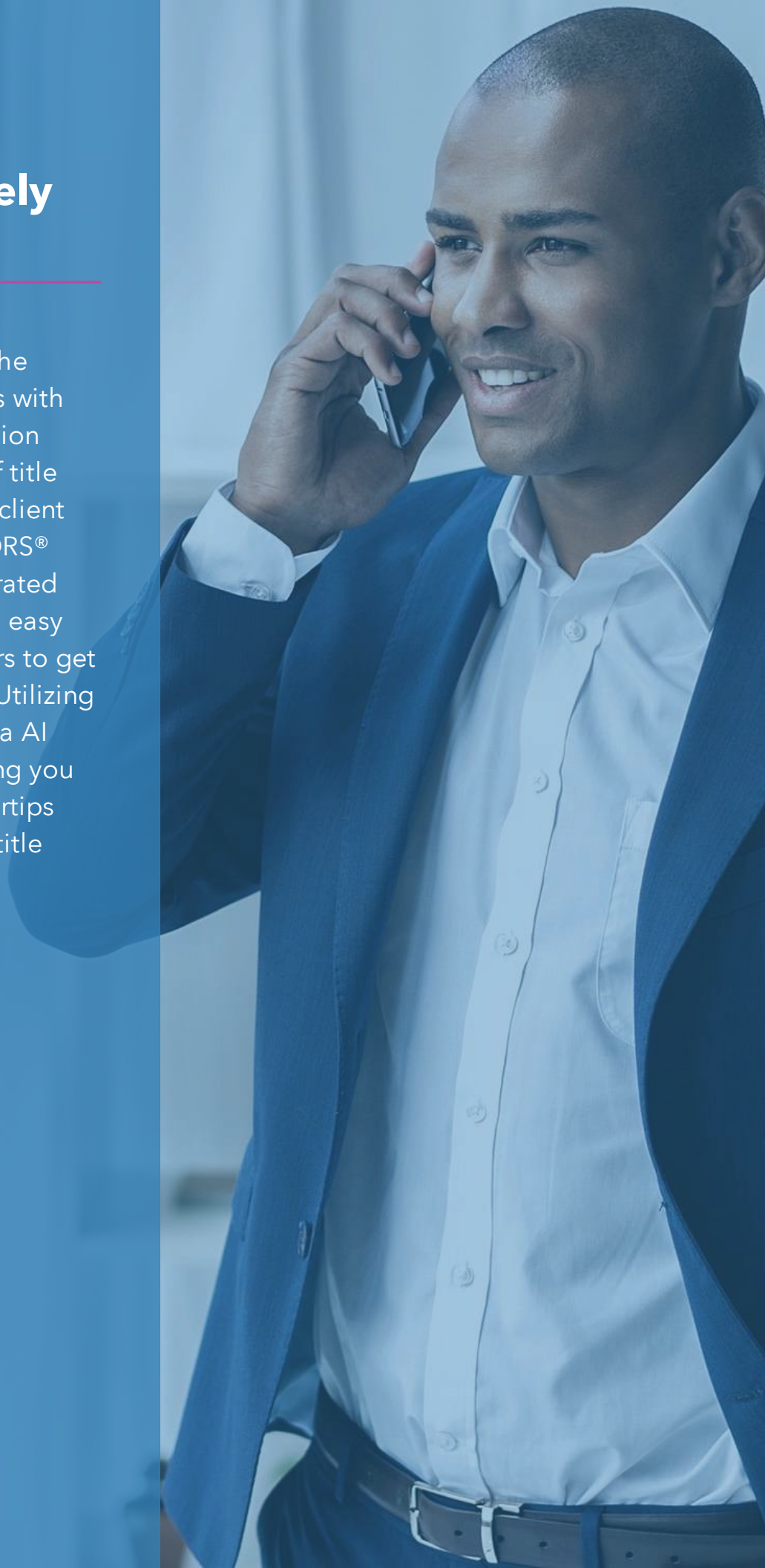
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Title companies should always be evaluating the level of customer service they provide. The experience you provide customers, REALTORS®, and lenders can impact your overall reputation and how much future business they give you. So when you think about it, do you always give the answers they want to hear right away? Depending on how these inquiries are handled, you might have some holes in your customer service processes that can be plugged up with Alanna AI.

## Resolve Customer Inquiries Immediately

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Alanna AI is designed to have the intelligence to answer questions with data stored in your title production system. It's an essential piece of title technology to help you answer client questions immediately. REALTORS® and clients sometimes get frustrated when they believe they have an easy question, but it takes them hours to get an answer from the title agent. Utilizing artificial intelligence with Alanna AI gives you peace of mind knowing you have their answers at your fingertips since everything is tied to your title production system.



## Take Care Of Work Now Instead Of Later

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Why put off work for later when it can be handled now? As a title agent, you likely have more work that comes in throughout the day, making your list of things to do longer as you go. One of the best ways to combat this and keep your to-do list reasonable is to incorporate artificial intelligence into your processes. Alanna is an AI team member who can handle the vast majority of phone calls or emails received daily. This allows title agents to focus on work that needs to be done for closing now and minimizing distractions at the same time.

## Balance Is Key To An Efficient Workplace

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Balancing the job responsibilities of a title agent with providing high-quality customer service is often easier said than done. Title companies struggle with this balance since each issue has a high priority. The missing link for your company could be the utilization of artificial intelligence rather than hiring new people and expanding resources in that manner. When Alanna AI answers customer inquiries the same way you would as a title agent, you can have some comfort and confidence in taking on a more balanced workload.

# Provide Channels of Customer Service Where There is Opportunity to Excel

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Title agents have an opportunity to interact with clients, real estate agents, lenders, and others daily. Your title company might have multiple channels for customer service, like phone lines, email addresses, in-person visits, and even online chatting. However, just because you have multiple ways for a customer to contact you doesn't automatically mean you're providing high levels of customer service. Each customer service channel can be deemed a success or a failure, so here are some tips to increase your chances of all of them being a success.



# How Does Your Title Company Handle Volume Spikes?

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The end-of-the-month craziness every title company has to deal with can impact your customer service. If the volume of your phone calls spikes during this time, you might not have enough bodies to handle the calls, which means they get sent to voicemail. Customers don't like leaving voicemails because they never know when they will get a return call. So what other solution can you offer them?

With Alanna AI, customers can text or chat online and get most of their questions answered without needing a call back. The Alanna AI title technology is tied to your company's title production system, so you can have peace of mind knowing every answer she provides is accurate. It's a much better solution than outsourcing phone calls to another country or spending the resources to train a new employee to answer the phone.



# Increase Your Chances Of Excelling With Alanna AI

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Every customer service channel you have can simply be deemed a success or a failure. Having Alanna AI handle web chats or texts allows her to excel while also letting title agents handle the time-sensitive items needed at closing. The two worst things you can do as a title company are provide clients with inaccurate information or not provide them with the information they need timely. With Alanna AI, both of those are taken care of without having to expend additional training resources. She is engaging, polite, and knowledgeable, while streamlining communication processes for everyone involved in a real estate transaction.





# Alanna is Always There For Your Customers

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Alanna AI offers something your title company likely doesn't: 24/7 customer service. Your customers can simply chat or text Alanna general or file-based questions and she will respond immediately, no matter what time of day it is. This should lead to reduced phone calls and emails and allow title agents to focus on other reports and documents. Using title technology in this way is much better than offering 24/7 customer service where your customers have to be routed to a call center in another country to receive their answers.

# Keep Clients Informed of Their Closing Status

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As a title company, you can be as proactive as you want to be with Alanna AI. Most customer questions revolve around status updates, so if you are proactive in providing those, the number of questions should be reduced. And the best part about using Alanna for this task is you don't have to make a phone call and potentially have to leave a voicemail and get a call back from the customer. Alanna sends a quick update that should give customers the information they need about their file.

# Make The Closing Process Smoother For Everyone

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Closing day almost always seems to work out how we want it to, but the work leading up to it can be chaotic at times. Alanna eliminates a lot of the work title agents have to do, like answering phone calls and emails, so they can focus on preparing complex documents. When you think about Alanna's capabilities this way, she takes care of the customers by answering questions directly, and she takes care of your customers indirectly by allowing title agents to have more time to focus on their file. Talk about a win-win situation for your customers.



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## Make Alanna a Part of Your Dream Team

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With Alanna AI you don't have to spend a lot of time and resources training. The job gets done correctly every time and she's on call 24/7. Experience all the different ways Alanna can benefit your team by clicking the button below.

GET A DEMO