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How Your Title Agency Can Be More Efficient and Reliable

This eBook explains the role Alanna AI plays in providing stellar customer service for your title company.

Introduction



Title agencies have to work efficiently and reliably for clients, REALTORS®, and lenders. With so many different moving parts in every real estate transaction, working smarter instead of harder is usually the best approach. The problem is discovering the best way to work smarter. Alanna can be your answer.

Alanna handles tasks you might not have time to do now because of other higher priorities. When you don't have to worry about those tasks and can have peace of mind knowing your customers are taken care of, you can work more efficiently. That's what working smarter is all about and Alanna is an essential component of making it happen.

How to Have Exceptional Customer Service Without Lifting a Finger

The foundation of any successful title company is built on quality customer service. However, the challenge with providing the best customer service possible is the people you work with might define it differently. Adding new people to your team can help you with the increased volume you might be experiencing, but do you really have the resources to train that many new people? Your customer service could actually decrease by implementing that strategy. By investing in tools based on conversational AI, you can improve customer service without even lifting a finger.

Provide 24/7 Customer Service

When you implement conversational AI tools, you can provide 24/7 customer service to clients, real estate agents, and lenders. All parties would welcome this because sometimes it's simply not realistic to get everything done during business hours. So if a client has a question one evening about the status of their file or anything specific, they can text Alanna and get the answer immediately. No more having to wait until the next business day to obtain the information, which helps the entire process move forward more smoothly.

A hand holding a large, glowing '24/7' sign, symbolizing 24/7 customer service. The background is a teal gradient with a faint image of a hand holding a glowing '24/7' sign. The sign is made of a grid of small squares, and the numbers '24/7' are prominently displayed in the center. The overall aesthetic is modern and tech-oriented.

Provide Quick And Accurate Closing Costs

One of the most common questions title companies has to answer revolves around closing costs. Having a simple assistant might be able to provide this answer, but with conversational AI tools like Alanna, you'll be better equipped to answer the follow-up questions as well. Quickness and accuracy are required when providing information like closing costs, and Alanna can help you do it without having to have a human available around the clock.

Gather Information And Forms Quickly And Easily

Do you struggle with getting back information from clients timely? With Alanna, you can use online forms to obtain the information and it gets uploaded directly into your title production system. This means all the time you usually spend chasing customers for information is given back to you so you can focus on other higher-level tasks. Providing exceptional customer service goes beyond simply providing answers over the phone. It's doing the things necessary to move a client file forward behind the scenes so everything is smoother for all parties involved. That's what Alanna can help your company accomplish.

What Personal Touch Makes Your Title Agency Stand Out?

Title companies have to stand out with their customers to put themselves ahead of the competition. The problem with this is all title companies go through similar processes so it's sometimes difficult to know what stands out and what's just part of normal expectations. Consumers today love feeling like they are receiving a personalized experience and that every conversation they have with a company matters. By implementing conversational AI into your business model, you can add a unique personal touch with your clients to make your title agency stand out. Here are some of the benefits you can experience as a result.

Be Available 24/7

When you add the right title tech tools, you can provide 24/7 availability to answer all client questions. This is similar to a chatbot you might have used in other industries, but the difference revolves around conversational AI. The personal touch aspect doesn't apply if customers feel like they are talking to a robot. They want to have a conversation with someone to get the answers they need and Alanna can provide exactly that.



Improve The Customer Experience

A customer is likely to feel better about your title company and recommend it to others if they had a stellar experience. Most of the time, an exceptional customer experience comes down to how well your company communicates. Answering the phone and emails all day might keep you busy, but are you really providing a high level of customer service? With Alanna, you have an assistant to streamline communications with your customers so they will always feel connected during the closing process.

Expand Customer Interactions

While many customers ask simple questions like what their closing costs will be, they may have more complex questions. You can expand your customer interactions with Alanna's conversational AI attributes . No one likes to be pawned off on a robot and customers could get frustrated when it happens. But with Alanna, customers will feel like they are talking to a person and will have more of a personal touch with every interaction.

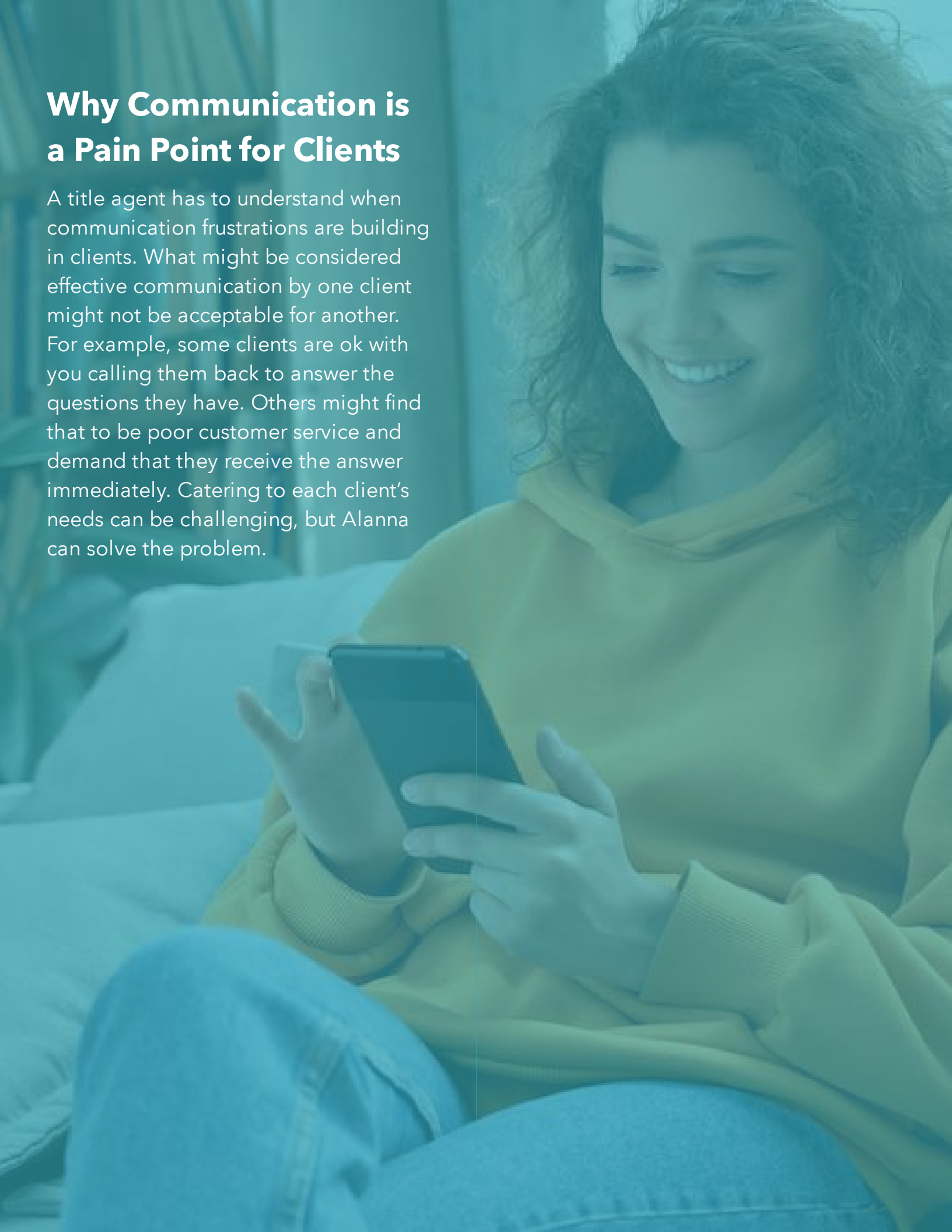


Alanna Takes Your Clients' Pain Points Away

A key attribute every title company needs to have is effective communication. However, with so many different forms of communication and each client preferring a different one, streamlining your processes can be a challenge. When title agencies don't communicate clearly and effectively with clients, they can grow more frustrated and you could see a negative impact on your bottom line. It's a well-documented pain point in the title industry, but some title companies don't know what options they have. Alanna is effective title technology to help streamline communication and eliminate the most common pain points your clients experience.

Why Communication is a Pain Point for Clients

A title agent has to understand when communication frustrations are building in clients. What might be considered effective communication by one client might not be acceptable for another. For example, some clients are ok with you calling them back to answer the questions they have. Others might find that to be poor customer service and demand that they receive the answer immediately. Catering to each client's needs can be challenging, but Alanna can solve the problem.



Alanna Solves Many Common Challenges

The role conversational AI plays in eliminating the communication challenges in a real estate transaction can't be overlooked. Clients, real estate agents, and lenders often have the same frustrations with title companies, which is not having effective communication. Alanna is more than just an assistant and can answer more complex questions since the title technology is integrated into your title production system. Clients can text or chat with Alanna to get the answers they need immediately and at any time, day or night. The result is happier clients and title agents who don't have as much stress put on them any given day.

Alanna Makes Complex Interactions Simple

The difference between conversational AI and a chatbot is clients can get more in-depth answers rather than just surface-level responses. Alanna can have complex interactions with clients and provide them the answers they need, even if multiple questions are asked. The complex interactions with clients can build their confidence and make them trust Alanna more with every answer. When you implement Alanna, you'll have happy clients with fewer pain points in no time.

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Ready to improve your entire organization's efficiency and reliability?

When you have Alanna on your team, you get all that! Plus, you don't have to spend a ton of time training like you would if you hired a full-time employee. Learn more and experience the benefits of Alanna for yourself by clicking the button below.

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