

alanna.ai

Count on New and Time-Tested Benefits of Alanna



This eBook explains how Alanna AI can make your title company work smarter, rather than harder, to better serve your clients.

Introduction

There's never a shortage of work for title companies, especially when the inevitable end-of-the-month rush happens. A common theme many title companies have adapted during those times is to simply put their heads down and work harder to get through the rush. The problem is the long hours you work could mean more mistakes and could eventually lead to employee burnout.

Alanna helps title companies work smarter so they don't have to work as hard, even during the busy end-of-the-month rush. From answering client questions to marketing your company after closing day, Alanna can take a load off of your plate. Alanna is all about working smarter, which is something every title company can appreciate.



- CHAPTER 1 -

Alanna's Newest Ability is a Game Changer

What does your title company do for marketing after closing day for homebuyers? If you're like most title companies, you may simply give them a pen and a notepad with your company logo on it and then go your separate ways. Most homebuyers don't expect much more as long as you've provided great customer service leading up to closing day. But you could be missing out on a valuable marketing opportunity to boost the reputation of your business.

How Post-Closing Marketing Works For Your Title Company

When you incorporate the right title technology in your company, you won't have to invest a lot of time in post-marketing campaigns. You don't have to go above and beyond to boost your company's reputation and sometimes it's as simple as asking your customer for a review on Google. Every Google review is valuable since a positive review looks good for potential customers and negative reviews give you a chance to rectify a particular situation.

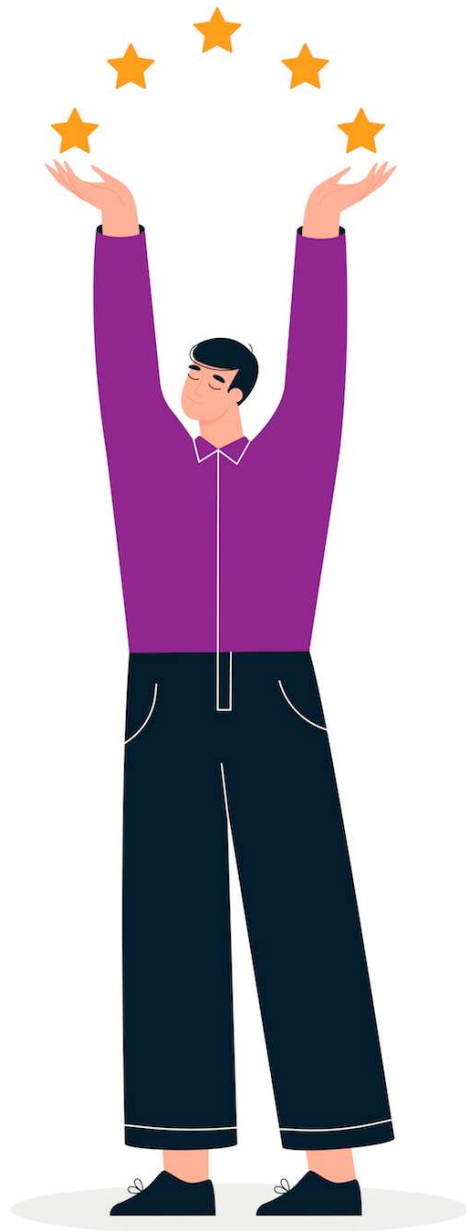
How Can Alanna Campaigns Boost Your Reputation?

Alanna Campaigns is the newest ability she offers and can be a game-changer in your post-closing marketing efforts. You can be as creative as you want in your campaign, and Alanna is the assistant who does most of the work for you. It's simple enough to send an email or a text message to your customer asking for a review. You could also consider providing a nice gesture like offering a gift card to a local pizzeria so your customer can enjoy some pizza on move-in day. These small gestures mean a lot to customers, and they'll likely be more willing to take the extra step and give you a review when they recognize how much you care about them.



Deliver A Great Customer Experience Beyond Closing Day

It's not required to provide great customer service after closing day. However, doing so can go a long way in boosting your reputation and making your company highly recommended by every customer you work with. You never know how influential a particular person is and how many referrals you could get from them as a result. When you show them you care about them, they will return the favor. And you can do all of this by investing in Alanna and taking advantage of her newest ability-- Alanna Campaigns.



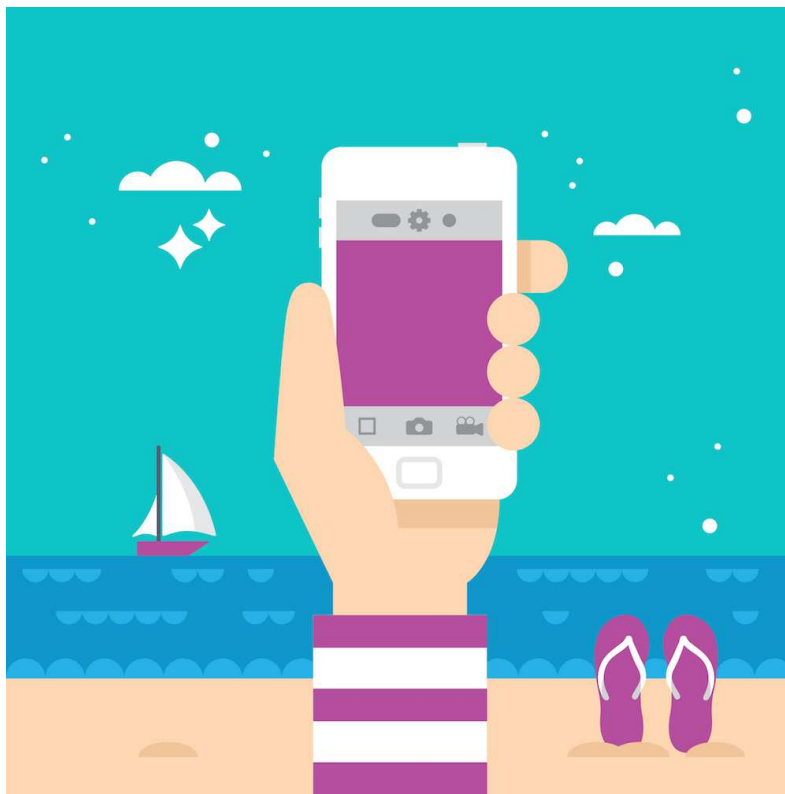
Move To Digital Online Smart Forms and End the Paper Chase

How does your title company send documents that need to be signed? Unless you've migrated over to using smart forms, chances are you send out an email with a welcome bundle of forms that need to be printed, signed, scanned, and returned to your title agent. Or you might even print the forms in your office and deliver them or have someone come by to pick them up. Every step in this process takes time and there are plenty of mishaps that could create unnecessary delays. Incorporating digital online smart forms can eliminate a lot of these cumbersome steps and make it easier for everyone involved in a real estate transaction.

Eliminate Printing, Scanning and Emailing

With digital online smart forms, you can eliminate the hassle of printing, scanning, and emailing documents that inevitably cause delays. These online forms can be accessed from a person's phone where they can review them, sign with their finger, and submit. The information then gets automatically updated into your title production system so your title agent won't have to manually input a lot of the data.

Complete Online Forms From Anywhere



One of the biggest reasons a homebuyer is delayed in returning documents is because they don't have access to a printer or scanner. With digital online smart forms, this problem is solved because they can complete the forms anywhere. For example, they can pull them up on their smartphone during lunch if they are at work. Or, if they are lying in bed at the end of the night, they can sign the documents right there.

Receive Information And Minimize the Paper Chase



Digital online smart forms are like having an assistant ready to input data for a title agent. The information goes directly into your title production system as a PDF document and is much more convenient than shuffling through papers. Put an end to paper forms today and incorporate Alanna into your title company.

Who Answers Questions At 9:00 On A Saturday Night? Alanna Does.

Have you ever had a customer, REALTOR®, or lender tell you they would have had the documents you asked for on time, but they had a question to ask and it was after business hours? When they ask you the question the next morning, it could take you a couple of hours to get back to them because you have to dig through files while handling other tasks at the same time. What seems harmless, like not being able to ask a question overnight, can actually delay a closing depending on the time sensitivity. The solution is to have 24/7 availability, and Alanna can help.

Customers Can Simply Text Alanna Their Questions

When you have Alanna on your team, customers, REALTORS®, and lenders can text their questions at any time, 24/7. Sometimes the question is as simple as what the final closing costs are so they can write the appropriate amount on the check. Other questions might be a little more complex, but Alanna can still handle most of them. So no matter if it's in the wee hours of a Saturday morning, Alanna will be there for your customers so they are ready to go first thing Monday.

Managing Conversations Is One Of Alanna's Strengths

What makes Alanna unique is she doesn't simply provide answers to the easiest questions in a file. She can handle outbound messaging as well, which includes managing conversations. This aspect of conversational AI leads to a better experience for your customers, REALTORS®, and lenders. They won't get frustrated texting or chatting with what seems like a robot.



Provide Stellar Customer Service Around The Clock



The right title tech tools can help you become more efficient and provide better customer service at the same time. With Alanna's conversational AI skills, everyone can have the answers they need at any time, which will help keep the upcoming closing on track.

Many title companies are surprised at how much time they were spending on the phone or answering emails once they have Alanna handling those for them. Customers will be happier that they have information quicker, and your employees will be equally as happy they can focus on other tasks.

alanna.ai



Are You Ready To Boost Efficiency In Your Company?

With Alanna, you don't have to work long hours to stay on top of your work. Having Alanna on your team is like having another full-time employee that works 24/7 so you don't have to. Learn more about the time-tested and new benefits of Alanna by clicking the button below.

GET A DEMO