

Address Top Title Company Challenges with Alanna AI

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This eBook explains how Alanna can help your title company overcome some of the biggest obstacles you face every day.



Introduction

Anyone in the title industry knows effective communication is critical to keep everything running smoothly. The challenge is title agents are often pulled in different directions. With the mounting phone calls, emails, and paperwork to complete, staying on top of all aspects of the job is a constant challenge. The good news is these challenges can be made much easier when Alanna is part of your team.

Alanna can engage with REALTORS, lenders, and clients just like a human would. When Alanna has intelligent AI conversations with these parties and answers all of their questions, title agents have more time to focus on the complex aspects of their jobs. Eliminating simple and repetitive tasks can give you numerous working hours back and allow you to take better care of your customers. Alanna is the gold standard that makes it happen.



1

Engage Real Estate Agents with Intelligent AI Conversations

Every title company knows how important their relationships are with REALTORS. It's often the REALTORS that choose the title company clients work within a real estate transaction, so you want to cater to their needs as much as possible to continue earning their business. One of the main reasons why REALTORS discontinue working with certain title companies is due to lack of effective communication. But when you implement conversational AI with Alanna, you'll be able to bridge any gaps in your communication process.



Send Proactive Messages To Agents

Instead of waiting for REALTORS to ask you questions about closing costs, dates, or other information, send proactive messages to them as soon as you know. The right title technology can help you generate information quickly and then simply use Alanna to communicate effectively with them. REALTORS will appreciate the proactive nature of your conversation and will remember it the next time they have a client who needs to select a title company.

Keep Closing Day On Schedule

It sometimes seems like you need a dedicated assistant for any given client file. This is not realistic, of course, since it would require more full-time employees in your office. Instead, Alanna can keep closing days on schedule no matter how many transactions you have pending at any given time. She can engage in intelligent conversations with REALTORS and answer virtually any questions about a particular file so the process stays on track. Emails sometimes get lost in the shuffle of the other dozens of emails every day, but that's not a concern with Alanna.



Maintain Conversations Without Disrupting Your Day

One of the biggest benefits of Alanna is her ability to maintain intelligent conversations with REALTORS throughout the day without disrupting your day. When you don't have to constantly answer phone calls or emails, you can focus on other important tasks. Meanwhile, Alanna is working with REALTORS through conversational AI to ensure they are taken care of. The win-win situation this creates is second-to-none since everyone feels like they are more productive and clients are happier at the same time.



2

Let Humans Do Human Tasks and AI Do Repetitive Tasks

There are many aspects of a title agent's job that they love, and just as many that they don't like much. While talking to clients, REALTORS, and lenders is usually a pleasant experience, the volume of inquiries on any given day can be overwhelming. In many title companies, agents need an assistant just to respond to these inquiries timely. At some point, you have to take a step back and see what could make certain processes a little more efficient. The goal is to keep title agents busy without overwhelming them, which can be made possible by incorporating the right title tech tools and AI into your company. Here are ways Alanna can help reduce repetitive tasks from your team members' plates.

Answering Emails And Phone Calls



The phone at a title company is constantly ringing. And when it stops ringing, you might check your email to notice several dozen unread messages from clients, lenders, and REALTORS. It's a full-time job to keep up with them all, but when you think about it, artificial intelligence can be used to handle a large portion of them. Most of the time the inquiries revolve around closing costs, closing day, and other basic file-based questions. Alanna can easily answer these questions and even more complex ones so your email inbox won't be full and the phone won't have to ring nearly as much.

Generating Closing Costs

Generating closing costs is one of the most frequently asked questions at a title company. It might take a title agent 10 minutes to generate this sheet, but Alanna can do it in a matter of seconds. Think about how often you have to do the repetitive task of generating closing costs in a day. Saving 10 minutes per request by having Alanna handle it can add up to a lot of time throughout the week that you can spend doing other high-priority tasks.

Streamline Data Entry With Online Forms

Data entry is something that usually gets passed off to an assistant with not much experience. But instead of hiring a new assistant, implement Alanna and she can streamline the process even more. You won't have to worry about printing, emailing, or scanning files to clients anymore since these forms can be sent directly to their devices to fill in. Data entry is usually one of the most repetitive tasks title agents can do, but it's also one of the easiest to eliminate with Alanna.



3

Staff With Great People and Let Them Focus

Hiring a new employee is something that should take a lot of thought and consideration. When you hire the right person, everyone's job is a little easier and you can work more efficiently. But hiring the wrong person can mean wasted time and money. The time you spend finding the best employees for your company will pay dividends in the short-term and long-term, but you still have to equip them appropriately to help them succeed. The right title tech tools are a great place to start to help them focus on their job and not be distracted.



How Distractions Hinder Productivity

It might seem like answering a phone call that only takes a couple of minutes to resolve is no big deal. However, if an employee is in the middle of an important job and has to drop everything to answer the phone, it's easy to lose focus and have trouble regaining it. The two-minute phone call could lead to 10 minutes of distractions, which can significantly hinder productivity when you consider how often the phone rings daily. When closing day is nearing, you can't afford these distractions and should invest in title tech tools to eliminate the issue.

Set Your Employees Up For Success

It's easier than you think to set your employees up for success and reduce distractions. Phone calls and emails can easily be answered with an assistant like Alanna. This ability alone can give your employees several hours of work time back any given week. And it also helps them do their jobs more accurately because they can focus on the task solely without having to stop periodically to take care of something else.



Make Your Title Company Look Like A Well-Oiled Machine

Even the best employees can lose productivity when there are unavoidable distractions. Clients and REALTORS could eventually see this, so get ahead of the problem by implementing Alanna. Doing so will make closing day a breeze because nothing will be missing and your company will look like a well-oiled machine in the process.



A man with short brown hair and a beard, wearing a blue suit jacket over a white shirt and a blue tie, is looking down at a black smartphone he is holding in his right hand. The background is a blurred outdoor setting with a blue sky and some greenery. The entire image has a semi-transparent blue overlay.

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Ready to streamline processes and boost effective communication?

One of the hardest parts of keeping all parties satisfied in a real estate transaction is ensuring effective communication. However, it's also one of the most important aspects that should be prioritized. Alanna can manage these conversations to streamline your processes, while also boosting effective communication with your organization.

Learn more about all of the advantages you can bring to your title company with Alanna by clicking the button below.

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