



COMPETENCE

Alanna's Impressive Wide Range of Skills

alanna.ai

This eBook explains how Alanna's skills can improve communications within your title company and create a better customer experience.

Introduction

When you are looking to hire a new employee at your title company, do you look for someone who has many skills and exposure or someone who is an expert at one or two things? This is one of the hardest decisions when hiring someone new for your company. But what if you could get the best of both worlds and hire an expert with a wide range of skills? That's what Alanna brings to the table.

Alanna not only helps with day-to-day operations within your title company, but she also goes the extra mile to create a stellar customer experience. And the best part is she doesn't need much training to do it. From improving conversations to enhancing your marketing efforts and everything in between, Alanna has an impressive range of skills to give your title company a boost.



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What Kind of Customer Experience Does Your Title Company Create?

As a title company, creating a stellar customer experience should be at the top of your priority list. Sometimes this means deviating from your normal way of doing things when a particular customer doesn't respond well to how you handle something. The goal is to create as little friction in the closing process with your customers as possible. Many times, this comes down to incorporating the right title technology to ensure there are no issues or delays throughout the process. Here are a few ways Alanna can help improve the customer experience you provide to all your customers, including REALTORS.

Good Customer Experience Starts With The First Contact



First impressions mean everything no matter what industry you're in. And depending on the type of client you're working with, handing them a stack of papers to fill out isn't the ideal start to developing a good business relationship. Instead, asking them for their phone number so Alanna can send them a link to fill out online forms is much more attractive. Being digitally savvy earns title companies a lot of points with clients today, especially the younger generations.

Knowing Your Audience Is Crucial To Create A Great Experience

Striking a balance between sticking to your processes and catering to your clients is important. Some clients might not want to handle a single piece of physical paper, while others shiver at the thought of utilizing your title technology. You have to be flexible in this regard and understand the needs of your clients. In most cases, you can still use Alanna to your advantage when clients see how conversational AI works and the benefits associated with using it.

The Customer Experience Begins And Ends With Effective Communication

When you truly boil it down, effective communication with clients is the key to a successful customer experience. And this goes both ways. You have to be responsive to them or they will become frustrated. And you want them to respond to you quickly or you might get anxious that closing day won't go very smoothly. Alanna can bridge this gap with her conversational AI abilities and ensure communication is a priority in every real estate transaction. This type of effective communication will not only create a satisfied customer, but you will also increase your chances of earning referrals. And at the end of a successful closing, Alanna can send out a feedback form so you'll know exactly where you can improve in the future.



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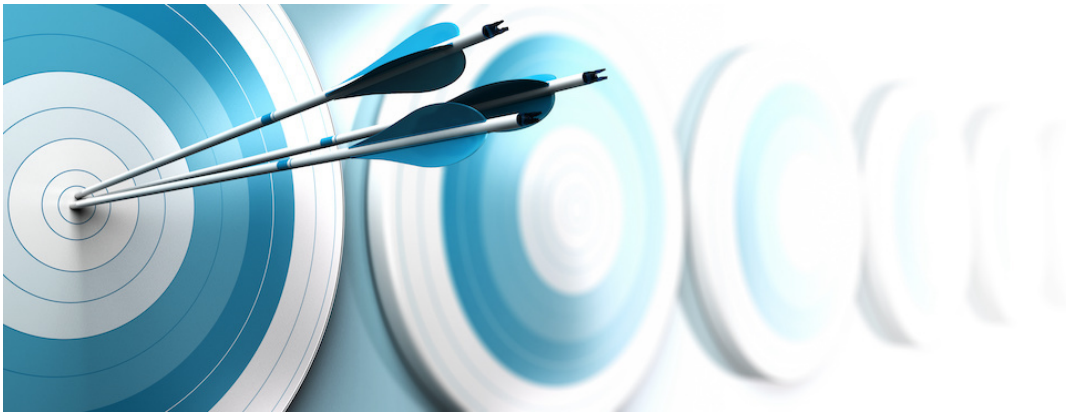
How to Make Conversations a Part of Your Marketing Strategy

Effective communication is a key attribute for every successful title company. You have to communicate well with clients, lenders, REALTORS, and anyone else involved in a closing. Doing so means you're providing the highest level of customer service possible. The problem is it's often difficult to stay on top of your communications with so many other moving parts to deal with throughout the day. Creating and maintaining conversations should be an essential part of your day and even your overall marketing strategy. Here are some things to think about in this regard.

How Do You Build Relationships With REALTORS?

When working with REALTORS, the first impression you make means everything. And sometimes you have to make a good second, third, or fourth impression to truly make an impact. But how do you make your first impression and build relationships with REALTORS? Many title companies opt for making phone calls, sending text messages or emails, or even visiting their offices. While these traditional methods of building relationships can be effective, they are time-consuming and sometimes costly at the same time.

Save Time And Money With Alanna Marketing Campaigns



Investing in the right title technology can put your company over the top in many ways. Alanna Marketing Campaigns is designed to keep conversations going with REALTORS before and after closing so your company is always at the top of their minds. No more having to go out of your way to strike up a conversation. With Alanna's conversational AI, you can make conversations a focal point of your marketing strategy. And the best part about Alanna Marketing Campaigns is you will have a list of contacts that have been proven and verified so you don't have to worry about starting from scratch.

Influence REALTORS To Send You More Business



REALTORS play a major role in helping clients decide which title company to work with during a real estate transaction. While neither you nor the REALTOR can make the decision for a client, you can influence the decision by effectively communicating and making them feel comfortable working with you. Your conversations with REALTORS go a long way in building trust and strong relationships. And with Alanna Marketing Campaigns, you can ensure communication continues even after closing day. The last thing you want to happen is for REALTORS to forget about you with all the other options they have available. You won't have to worry about that when you have Alanna.

A woman with dark hair in a ponytail, wearing a dark blazer, is seen from the side, looking out over a city skyline. She is standing on a balcony with a railing. The background is a blurred cityscape with tall buildings under a bright sky. A teal semi-transparent overlay covers the right side of the image, containing text.

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Embrace and Experience Alanna in 2022

The New Year always provides a great opportunity to review things that worked well in the past and improve on the things that might not have gone so well. Many title companies are fearful of change because they don't want to leave what has worked for them for so many years, even if they know some of their processes are outdated and inefficient. Upgrading your title technology and incorporating conversational AI is something to consider embracing and experiencing in 2022. Alanna is here to help you make this change seamless.

Change Is Never Easy, But Sometimes Necessary

There are plenty of people and companies who say they will never change because they don't want to fix something that's not broken. However, the time to make a positive change isn't when something breaks. You should consider improving your company's processes that work well, while also fixing some realized issues at the same time. Alanna can help by incorporating conversational AI to interact with clients and REALTORS, as well as save a lot of your employees' time. Changing your title technology won't come without growing pains, but it will be well worth the upgrade in the long run.



Why Effective Title Technology Is Essential Today

With the title technology available today, title companies shouldn't have to spend a lot of time on the phone, answering emails, shuffling through paper documents, or doing other tedious tasks. Instead, updating title technology can mean shifting to online forms integrated into your title production system so very little manual data entry has to occur. The real estate industry is more competitive than it has ever been and it likely won't change for the foreseeable future, so staying on top of technology is essential for staying ahead of your competition.

Embrace New Technology And Reach Your Goals In 2022

Every company should set business goals to achieve, and individual employees should set their own goals as well. Embracing new technology is easy to do when it's as simple to use as Alanna. It's like having your own assistant at your fingertips who doesn't need any training and works around the clock. No matter what your goals are for 2022, Alanna is ready to help you achieve them all.





Create A More Well-Rounded Title Company To Start 2022

Hiring a person with a lot of skills sometimes means they are just average at those skills. However, with Alanna, you can guarantee she is the expert at her full skillset. If your communications could use an improvement, Alanna can help. If you could use some help with marketing or enhancing the customer experience, Alanna is there for you. The possibilities are endless and now is the perfect time to take the leap to become a more efficient title company. Learn more about Alanna's impressively wide range of skills and how they will fit into your company by clicking the button below.

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