



Title Companies Have Been Searching For the Ease of Alanna

alanna.ai

This eBook explains how Alanna can make running your title company easier, from client communications to inputting data and anything in between.

Introduction

Many title company employees could be considered experts in their field. However, most of them would agree there's always room for more efficiency and streamlining processes. Problems often arise due to the volume of work, making it difficult to incorporate the time to upgrade technology. It often seems easier to continue working with what is familiar. And training a new employee for extra help is time consuming. Alanna can be the relief valve you've been looking for without any of the obstacles.

One of Alanna's biggest benefits is how she streamlines communication processes. If your employees have ever felt behind on notifying clients about different steps in the closing process or frustrated about not receiving timely responses from clients, then Alanna can help. She can eliminate a significant number of emails and phone calls in favor of texting.



A woman with curly hair, wearing a red blazer, is shown in profile, looking down at her smartphone. The background is a blurred outdoor setting. A large red vertical bar is overlaid on the right side of the image, containing the text.

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What's Easier Than Texting To Get Info About A Closing?

In the fast-paced world we live in today, title companies must use title industry-specific technology to keep up with the competition. Sometimes the solution isn't clear-cut on the surface, but when you examine what your employees spend their time on, you start to get more clarity. For example, how many phone calls or emails per week do your employees have to answer about closing information? Every phone call and email takes time away from other job responsibilities. Alanna can reduce or virtually eliminate these tasks by allowing clients, REALTORS, and lenders to text instead. Here's how Alanna's conversational AI abilities are changing the game.

Nearly Instantaneous Responses

When a client texts Alanna for closing information, they'll receive a nearly instantaneous response. Most of the time their questions involve the time and date of closing or the exact amount of money they need to bring to closing. These are phone calls and emails that take 10-15 minutes or more per call for your employees to answer. Even if you only get four or five phone calls like that per day, it still adds up to an hour or more per day or five hours per week that could be spent on other critical tasks. But with Alanna, you'll get those five hours back and clients will be happy at the same time.

24/7 Availability To Streamline The Closing Process

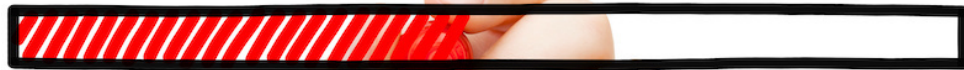


One of the best attributes about Alanna is clients can text 24/7 to get answers about their closing day and you don't need staff members available. This is invaluable since many clients don't get home to fill out paperwork or think about questions they have until after-hours. Having to wait another business day to get answers can make closing day more stressful as it approaches, but Alanna can take care of your clients right away to prevent that from happening.

Alanna Is Easily Trainable When New Trends Occur

Alanna is a unique form of title technology. She does tasks humans at your title company also do, but she doesn't require training. And when new trends occur in the title industry, she adapts quickly to fit your needs. The Natural Language Processing of Alanna ensures client requests are easily understood, so quick and accurate answers can be provided via text message.

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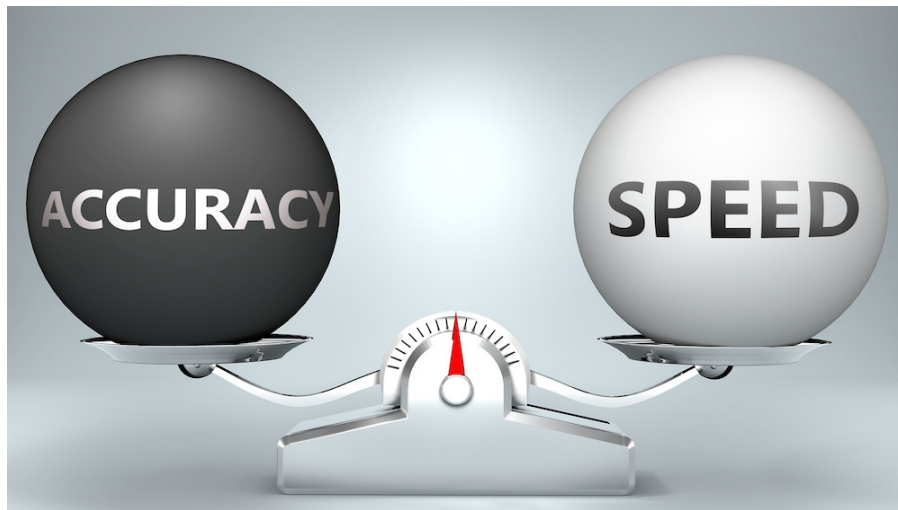
2

Stop Making Your Clients Guess Their Closing Cost and Have Them Ask Alanna

One of the most common questions clients have about their closing is what the closing costs will be. This number can change due to various factors, so they need to be provided with the exact amount once it becomes available. Otherwise, clients may guess and bring the incorrect amount on closing day, creating unnecessary delays. Alanna can prevent this from happening by allowing clients to use her conversational AI feature and get quick and accurate answers 24/7.

Accuracy Is Critical With Closing Cost Estimates

We all know the dollar amount on the check clients bring to closing has to match the amount on the closing documents. Otherwise, there will be delays and frustration among the different parties. In many cases, this reflects poorly on the title company for not providing the client the right amount to bring for their closing costs. Before closing day, Alanna can text clients the final amount to bring to closing. And if a client has any questions, they can simply text Alanna and get quick and accurate answers.



Clients Need To Know Exact Costs Quickly

You never know what a client has to go through to get the money needed for closing. For instance, they could rely on a bank to process a check for them, which could take a day or two. That's why Alanna's advanced title tech tools are so critical. Clients can text Alanna while they are in line at the bank and receive an immediate answer about the closing costs. This is difficult to do if they have to call your title company. Of course, you will do what you can to help them immediately, but it's virtually impossible to provide an answer as quickly as Alanna.

Deliver Cost Estimates In Easily-Readable Formats



Title companies need to make information as clear as possible for clients. While title agents and employees are familiar with forms and know where to look for information, clients don't. That's why Alanna delivers clear and easy-to-read documents in PDF format you can share with them on-site, or they can download forms via email or text. When information is delivered clearly and accurately, you eliminate questions.

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Alanna Takes the Pain Away With Online Forms

Do you know how much time your employees spend shuffling through papers, waiting on documents to be received, and trying to find misplaced documents? When a title company has gathered paper documents for years, it seems like part of the job. The good news is it doesn't have to be when you shift to Alanna's online forms. It's like having an assistant to handle communications with clients and REALTORS for you as well as deliver data and information in a simple online form. Talk about removing a lot of the pain associated with managing closing day!



Incorporate A Digital Transformation In Your Title Company

Making a digital transformation in your title company is going to feel a little different if you've primarily handled documents in paper form. However, when you think about how much your clients will appreciate the switch and how much more efficient you can be, it's worth going through a few growing pains.

Experience True Efficiency By Eliminating Paper Forms

Through conversational AI, Alanna can help clients know when they need to fill out their forms and return them to you to keep closing day on schedule. And the best part is these online forms are integrated into your title production system, so manual data entry you're used to doing is virtually eliminated. You can then focus on other important tasks to ensure there are no problems on closing day, while feeling comfortable knowing the rest of the process is running smoothly with Alanna.

Create A Stellar Customer Experience With Online Forms

Clients need a little help and motivation when it comes to filling out necessary forms for their real estate transactions. It's often difficult for them to find time to drive to your office and mail or fax signed documents when they have other obligations to handle throughout the day. With Alanna's online forms, your clients receive a link to fill out the forms via text message so they can skip the printing and delivering process completely. They can easily fill out the forms on their phones, tablets, or other devices and return them to you with the click of a button. This is the type of customer experience every client wants to have with their title company and Alanna can help you deliver it.





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You've Got The Experts, Now You Can Make Their Jobs Easier

Alanna isn't here to replace any of your title company employees. Her job is to allow them to be even better at what they do. Once you experience her capabilities, you can utilize her even more and realize how many hours per week you're saving. When the phone stops ringing and the email inbox isn't flooded with unread emails, your employees can get more work done. And everyone wins when that

- happens!
- Learn more about Alanna's robust skillset and how it can fit
- seamlessly into your company by clicking the button below.

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