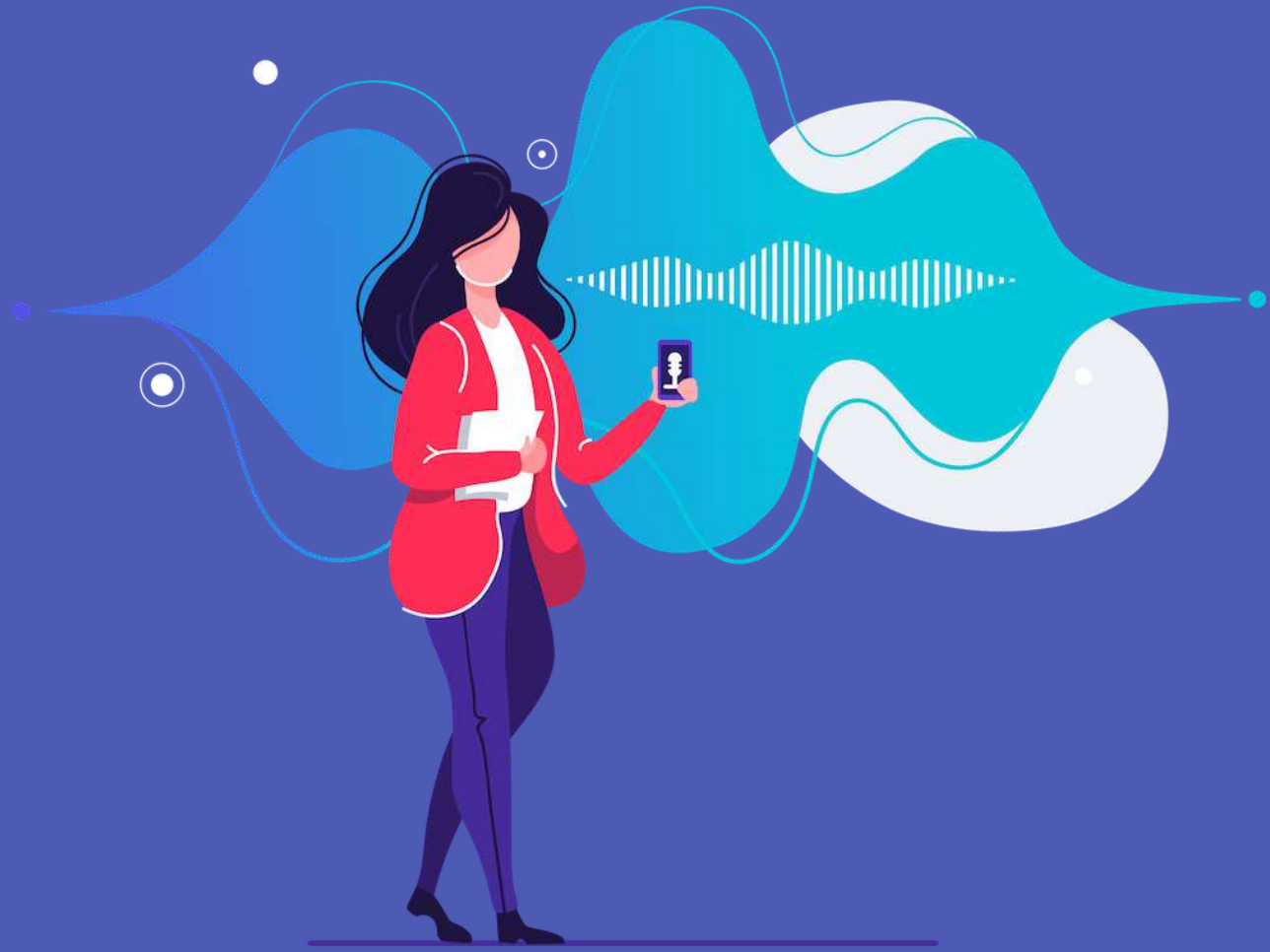


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Modernize Your Title Agency With Alanna

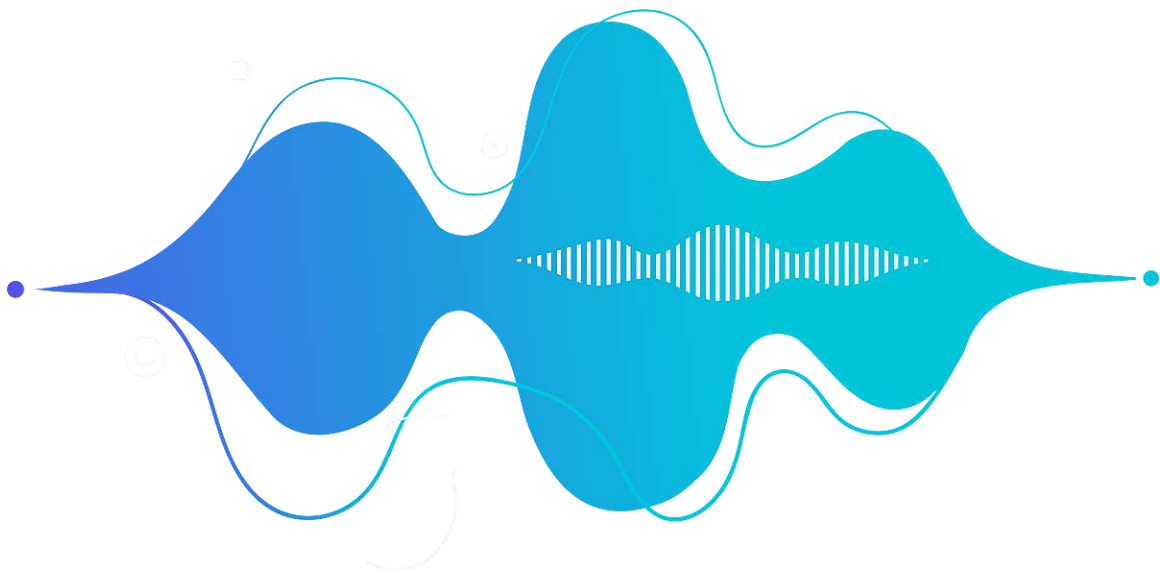


This eBook explains how Alanna can help your title agency keep up with the times to create and maintain great business relationships.

Introduction

Communication is a critical aspect of doing business, especially in the title industry. The problem is with so many different moving parts and clients to work with, communication is often the first thing that suffers for title companies during peak times. Real estate agents, lenders, and clients might only be forgiving for so long before they get frustrated and take their business elsewhere. You can get ahead of this possibility by making Alanna part of your business model.

Alanna can streamline conversations and help real estate agents, lenders, and clients without making it inconvenient for your title agents. She not only answers questions directly and clearly, but can also provide additional information in anticipation of future questions. Alanna is the multi-skilled and multi-talented employee every title agency can appreciate, and the business relationships you have will only get stronger when you work with her.



What Can a Multi-Skilled & Multi-Talented Employee Do For Your Title Agency?

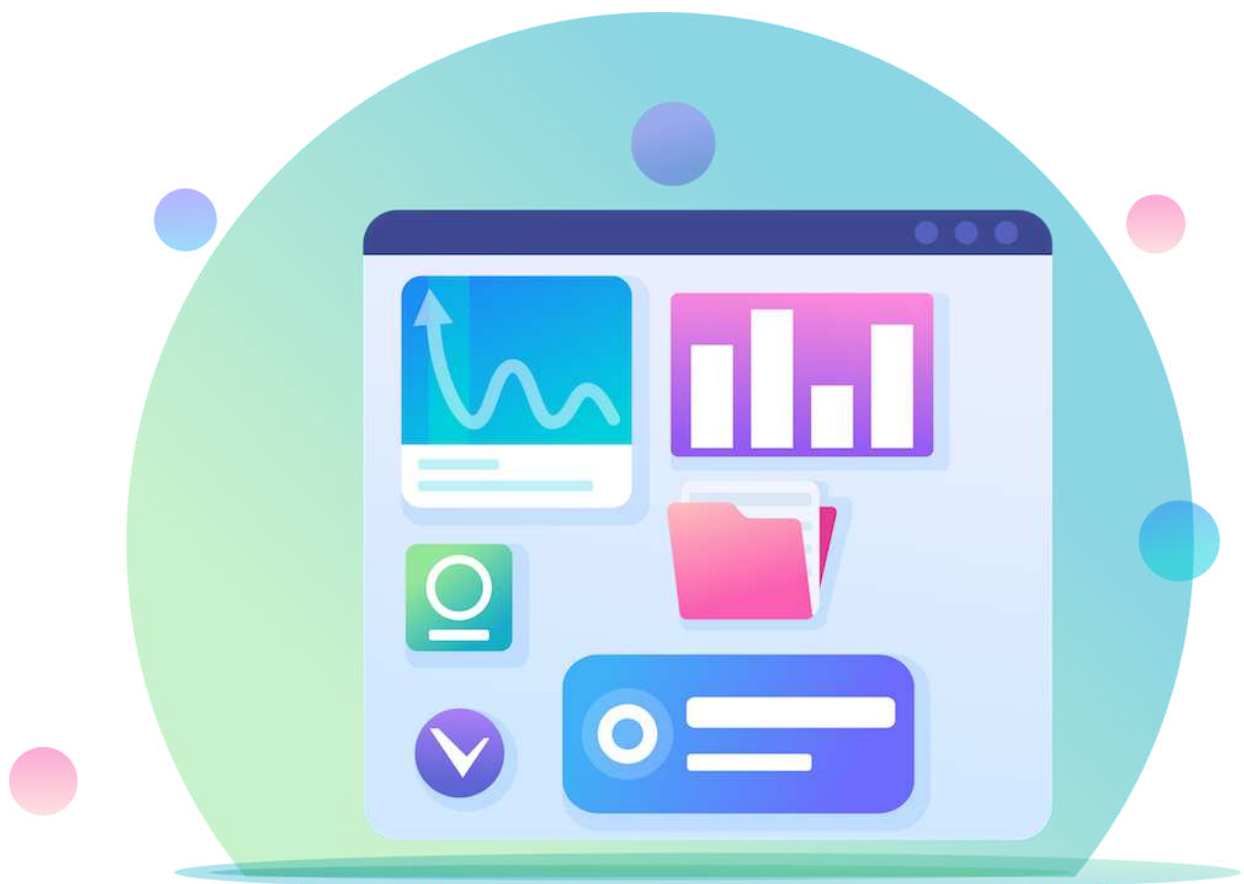
Every title company wants to hire the best talent they can find to fill their open positions. One of the most common positions a title company needs is someone who can answer phone calls, emails, and be a direct point of contact for REALTORS, lenders, and clients. The problem is a title agent has to juggle these duties with other important tasks, so they can't put their full focus on creating the best client experience possible. Alanna could be the multi-skilled and multi-talented employee you need for your title agency. Here's what she can do.

Create A Stellar Client Experience

Creating an amazing client experience means being available 24/7 to answer questions and have conversations about the closing. Not many people are willing to have their phone or computer tied to them 24 hours a day, but Alanna can handle the burden. With her conversational AI characteristics, clients will feel like they are talking directly to a human rather than a robot. And she's always ready and willing to help clients out.

Collect Information And Data To Streamline Processing

A lot of information has to be collected in any real estate transaction. And once the data is finally received, someone has to input it all manually from email messages, faxes, text messages, and other forms of communication. With Alanna, all of the information can be collected by smart online forms. When information collecting is this streamlined, you can have a more efficient closing process that never runs late.



Be An Ambassador For Your Brand

Alanna does much more than simply answer client questions. She is also an ambassador for your brand and creates memorable experiences for clients, lenders, and real estate agents. She will walk them all through the closing process and ensure they feel comfortable before ending the conversation. And once a real estate transaction is completed, she can engage in post-closing marketing campaigns, which can help with client retention and earning new business. You won't find many employees who have the skills to handle all of these tasks in an eight-hour day.



Communicating with Title Agencies Should be the Smoothest and Fastest Part of Your Day

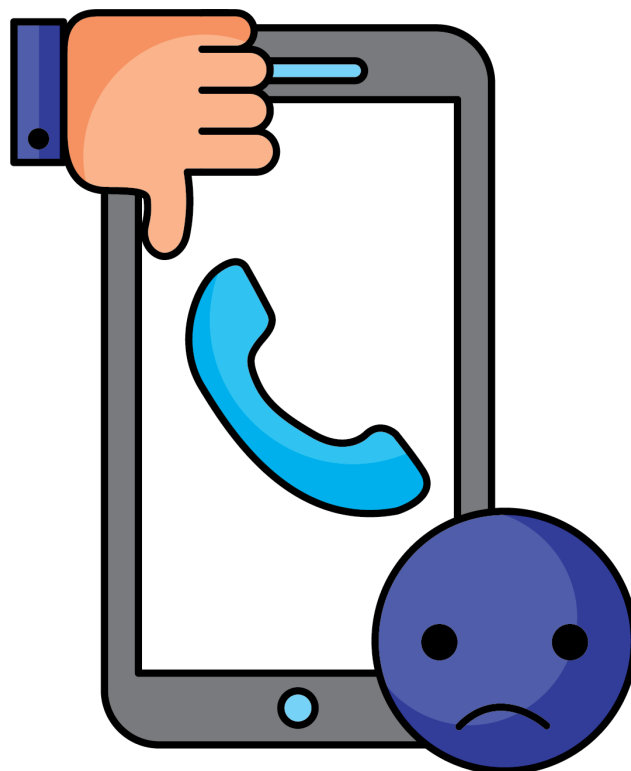
Have you ever had a “conversation” with someone where you only receive short answers to every question you ask? And then rarely receive any follow-up questions from the other person to keep the conversation going? If you have, then you know how frustrating it can be to get the sense that the other person is disinterested in talking to you. From a business perspective, clients want to have conversations with title agents about their closing so you have to do more than give short answers to their questions. Effective communication can make the day go quickly and smoothly, and here’s how to improve it in your company.

What Drives Effective Communication?

Most clients will agree that the number one characteristic of effective communication is responsiveness. No one wants to wait several days for a returned email or not get a phone call back for several hours. This makes for a frustrating experience and can hurt business in the long run. The problem is answering emails, phone calls, responding to voice mails, and more requires a human assistant and there are only so many hours in a day.

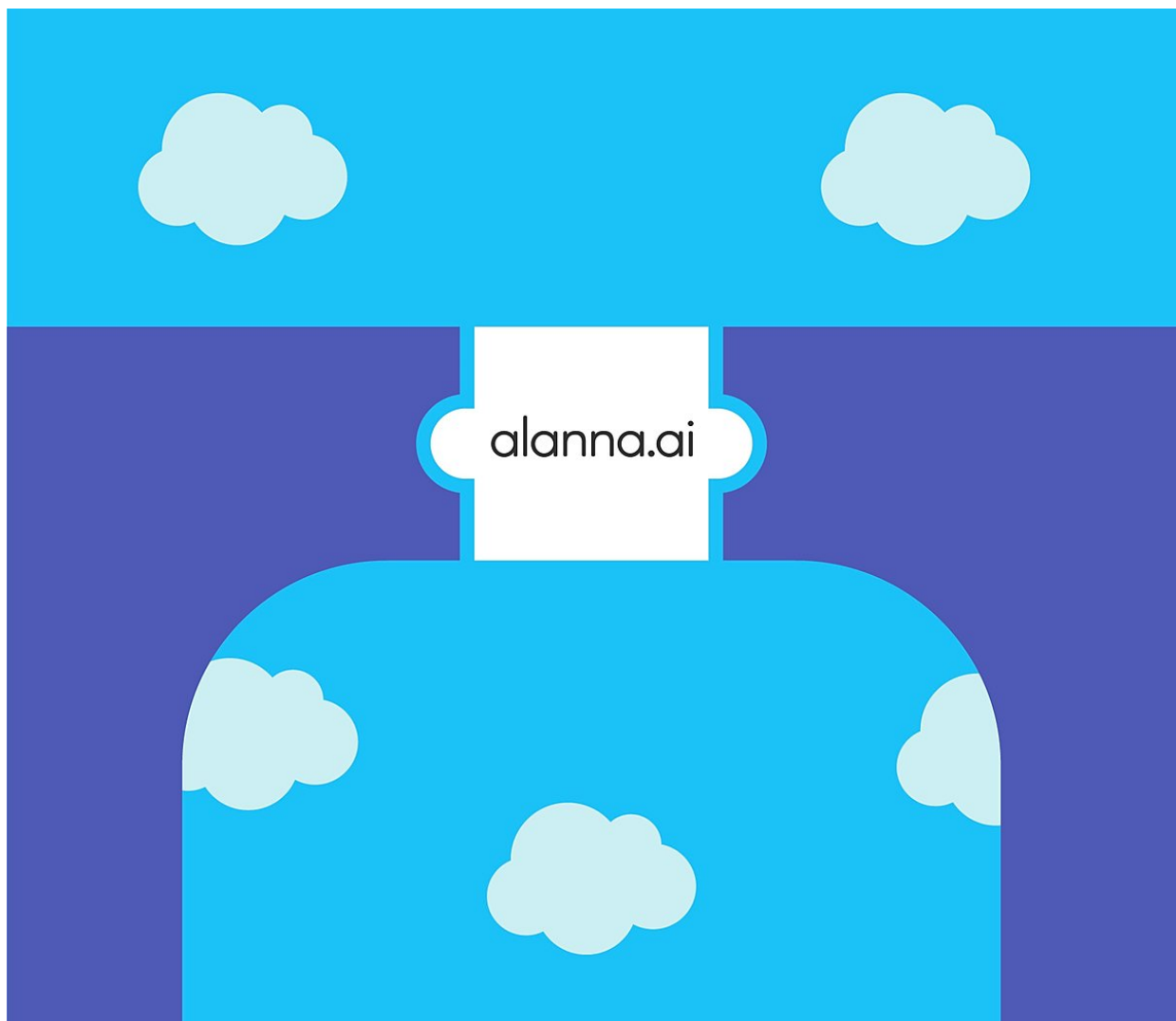
Lack Of Communication Can Hurt Business

A lot of information has to be collected in any real estate transaction. And once the data is finally received, someone has to input it all manually from email messages, faxes, text messages, and other forms of communication. With Alanna, all of the information can be collected by smart online forms. When information collecting is this streamlined, you can have a more efficient closing process that never runs late.



Alanna Can Bridge Any Communication Gap

Alanna is never too busy to have a conversation with a client, real estate agent, or lender. She is available 24/7 and can have multiple conversations simultaneously. No other assistant you hire can handle as much as Alanna can and she will never get overwhelmed. Communication gaps could form over time or during certain busy times of the month. These gaps can only exist for a short period before frustrations arise, but Alanna can eliminate them quickly and ensure everyone is satisfied with their experience.



Intelligent Conversation is Key to Any Business Relationship

Most business relationships are formed when a foundation of effective communication is set. All parties in any business relationship have to trust one another, and the best way to earn trust is to be transparent and intelligent during conversations. This is true for title companies whether they are trying to earn business from a real estate agent, lender, or even a buyer or seller. Clients want to know you're truly interested in helping them rather than just answering questions as simply as possible and moving on. Intelligent conversations not only make closings go smoother, but will help bind relationships as well.

Effective Communication Can Bind Business Relationships



When a title company prioritizes effective communication and backs it up with great service, it can create long-term business relationships and even earn additional business. Trust is always earned and should never be taken for granted. Your responsiveness to questions and the level of detail you put into every answer matters each time. Real estate agents, lenders, and clients will quickly understand how important you believe communication to be. And depending on how effective you are at having conversations, you could hurt or strengthen business relationships as a result.

Alanna Provides More Than Just Simple Answers

Implementing the best title tech tools in your company goes beyond answering client questions more efficiently. Alanna's conversational AI skills are second-to-none and will enhance the customer experience every time they interact with them. One of the most common questions people ask relates to where their closing is. Instead of simply providing the address, Alanna will also provide Google maps for them, as well as the date and time of closing. In many ways, Alanna anticipates follow-up questions and answers them before the question is asked. This enhances the client experience more than you might think.

Add A Personal Touch To Your Operations

Title companies sometimes lose their personal touch over time and during busy times of the month. Alanna never sacrifices her personal touch and can strengthen client relationships as a result. People never want to feel like just another number that comes through the door at your company. Alanna goes above and beyond to ensure the customer feels like they are being prioritized and getting the full attention they deserve. By having intelligent conversations and understanding how to incorporate the right amount of personal touch, you'll strengthen your business relationships.



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Keep Business Relationships Strong with Alanna

Effective communication is the foundation of a strong business relationship and it can never be compromised. When you have Alanna on your team, you can answer questions and have conversations with clients 24/7 so they will always feel like they are a priority. Learn more about all of the amazing benefits you can experience with Alanna by clicking the button below.

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