



# Invest in the Ultimate Title Company Resource

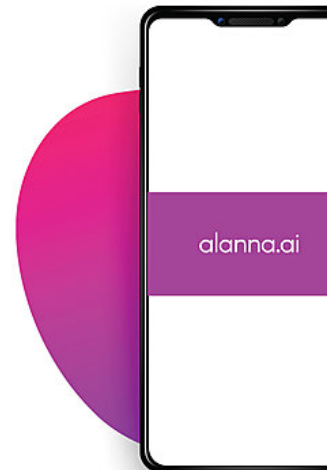
This eBook explains why Alanna is worth investing in and how she can become the most valuable resource you have for your title company.

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# Introduction

Every title company should invest in their present and future. The hard part is knowing which investments will be worthwhile. You can confidently invest in Alanna when you understand how she helps you reach your goals and priorities.



Accuracy and clear communication are two of the most important aspects of every title company. When there are breakdowns in either, it's usually not a result of careless employees. Staff members are simply too busy to handle every client inquiry with the attention it deserves. This can lead to communication glitches and the potential for mistakes. Alanna can solve these problems by handling communications effectively without needing your staff's undivided attention throughout the day.







## CHAPTER 1

# Accurate Information is Key for a Successful, On-Time Closing

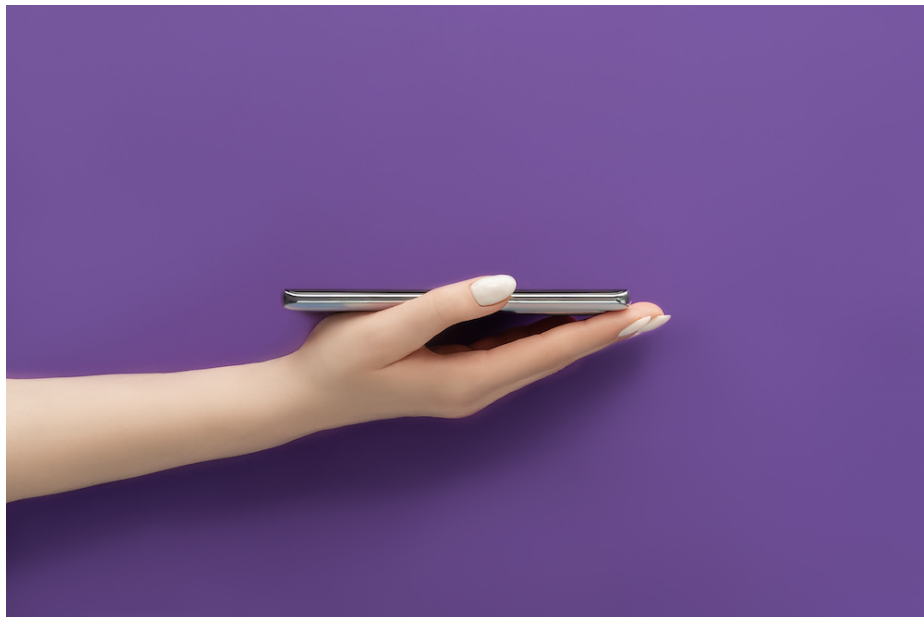


Every title company team member knows there are a lot of moving parts that have to happen nearly perfectly to be successful with an on-time closing (OTC). You likely have a method you've used for many years, but chances are some of your processes might be outdated if you haven't upgraded your title tech in a while. The biggest question is how you can timely gather all of the information needed from clients, REALTORS, and lenders to ensure the closing process remains on schedule. The answer lies in online smart forms, and we'll explain the role Alanna plays in providing them.



# Timely Gathering Documents Keeps The Closing Process Moving

Have you ever experienced a delay in the closing process because you haven't received important documents from your clients? Most title companies have, and many times it is avoidable. Things that hold up clients from providing you with necessary information can include lack of access to a fax machine, inability to respond to emails throughout the day, or even not having quick access to a printer. Online smart forms solve all of these problems to help clients return information to you quickly.



## Manual Data Entry Increases The Risk Of Errors

Not only do online smart forms make it easier and quicker for clients to return information, but they help title company employees as well. The online smart forms with Alanna don't require employees to enter as much data manually. This saves time and reduces the risk of errors, which can delay the closing process. When you think about title tech that makes everyone more efficient while reducing errors, online forms with Alanna are the solution everyone can agree on.

# Alanna's Online Forms Improve Accuracy And Speed



Since Alanna is tied into your title production system, the information clients enter into the online forms is automatically entered into your system. Your team only needs to verify the accuracy of the information rather than entering it manually. And when conversational AI is used rather than back-and-forth emails and phone calls, you can save hours in any given real estate transaction. When the goal is to have a successful OTC with every transaction, Alanna is the missing piece you've always wanted to make the process easier and more streamlined.







## CHAPTER 2

# Keep the Closing Process on Track Without Extra Calls



Sometimes it can seem like your title company team has to micromanage clients to keep the closing process on track. This means multiple phone calls and emails asking them to fill out documents, provide you with information, and/or remind them about things they need to do. While this strategy might work eventually, it's anything but efficient. The more phone calls your team has to make, the less productive they are with other tasks they need to do. Alanna is a perfect solution to keeping the closing process on track and will ensure your title company employees stay productive.



# How Do You Define Productivity?

Everyone in your title company is busy, and so are your clients. There's a big difference between being busy and being productive, though. When you're busy, it feels like you've been doing things all day long, but at the end of the day, you didn't accomplish much. But when you're productive, you've checked off a lot of boxes and likely feel a greater sense of satisfaction at the end of the day. Making and answering phone calls usually doesn't help employees feel productive. Rather, it makes them feel like they are busy without actually accomplishing things.

## More Time On The Phone Doesn't Mean Better Customer Service



A title company employee might answer ten calls every day. They may only spend five minutes on the phone with each client, but many times they have to call back after locating the correct file so they can provide accurate information. If that process takes ten minutes, plus the original five minutes on the phone, that's an average of 15 minutes per phone call. With ten phone calls throughout the day, that means your employee is spending about 2.5 hours on the phone every day. While your clients might get the answers they need, it's not efficient and there's a better way to provide good customer service.



# Stay On Track With Less Stress When You Hire Alanna

Alanna utilizes conversational AI to help keep the closing process on track without phone calls. She can send text messages to clients and clients can respond via text message as well. And since Alanna is tied to your title production system, even specific file-based questions can be answered. Imagine what your employees could accomplish if they had those 2.5 hours back every day!











## CHAPTER 3

# Make Communication a Breeze With the Power of Alanna



People define effective communication differently. Talking to someone face-to-face is usually the best way to get your message across, but every title company employee knows this isn't always possible when talking to clients and real estate agents. Phone calls can work, if the person on the other end actually answers. Emails can easily get lost in the shuffle. So what's the next best thing in the digital world we live in today? Text messaging is widely regarded as the preferred method of communication for people today. Alanna can help you communicate with your clients with ease by utilizing conversational AI.



# What Forms Of Communication Are Used In Your Title Company?

If you've noticed some struggles in communication with clients, it's time to reassess your methods. Phone calls, emails, and faxes are challenging because clients might not be available at all times to provide you with the information you need. But when those are your staff's only communication options, they have to make it work no matter how frustrating it can be. Alanna's conversational AI abilities can eliminate these frustrations and help your team communicate with your clients much more effectively.

## Text Messaging Is A Top Communication Method Today

Most people have their phones by their side all day. This doesn't mean they will answer a phone call right away, but they will usually see a text message and respond if it's important and/or they are available. Clients won't usually get annoyed at a text message, but they might get frustrated with repeated phone calls. There are very few barriers when sending a text message and the chances of your client reading the message are much higher than them answering a phone call or reading an email in a timely manner.



# How Alanna Can Streamline Your Communication Efforts

The right title technology can help you communicate with clients quickly and effectively. With Alanna, you can send your clients text messages with the information they need, even if it's just a reminder about an upcoming deadline or appointment. Her conversational AI abilities mean a human might not need to interact with clients, but your clients can have peace of mind knowing they can speak with a title company employee when needed. And with Alanna being tied to your title production system, chances are your clients will get all the answers they need without having to talk to one of your team members.





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## Make The Best Investment For Your Title Company Today

Improving communication without placing additional burdens on your title company team is a win-win situation. You won't find a better solution than Alanna since she takes care of your staff and clients equally. Your title company will likely earn a better reputation and, as a result, you'll have more business flowing through your doors. Learn more about how Alanna can be the most valuable resource you invest in by clicking the button below.

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