

Breathe Easy  
with the  
Assistance of  
Alanna

This eBook discusses how Alanna is designed to streamline processes and take some of the pressure off of your title company employees.

alanna.ai

# Introduction

Have you ever felt like your title company is one or two employees short of reaching your efficiency goals? If so, you're not alone. The problem is hiring a new assistant comes with several challenges. These include time-intensive training, a financial commitment to pay a new salary, making room in your office for another team member, and more. When you invest in Alanna, you'll take advantage of solutions without experiencing any of the challenges.

Every title company experiences obstacles preventing them from being as productive as they desire. From constantly answering the phone to collecting physical forms, repetitive tasks can put a damper on productivity. Alanna solves many of these obstacles by implementing online forms and giving clients the ability to contact you via web chat or text. And the best part is your employees don't have added work with Alanna. Actually, she can handle the vast majority of communications.





## CHAPTER 1

# Alanna Eliminates Top Obstacles for Title Companies

Title companies often share the same joys and frustrations about their daily duties. The ultimate goal is to ensure closing day remains on schedule, but there are a lot of moving parts that have to happen seamlessly first. There are plenty of obstacles and challenges to overcome along the way, which makes the jobs of title company employees even more valuable. But instead of these obstacles being a normal part of a real estate transaction, what if they could be eliminated altogether? With Alanna, it's possible. Here are the most common obstacles Alanna can eliminate for your title company.

# Communication Challenges

Effective communication is an essential part of a real estate transaction. Managing communications among home buyers, real estate agents, and lenders can be challenging. Alanna's conversational AI abilities can streamline the process without making anyone jump through hoops. Simple text messages can help you collect information more efficiently and keep the closing day on track. And you might not even need a human on your side involved, since Alanna can handle both general and file-based questions.

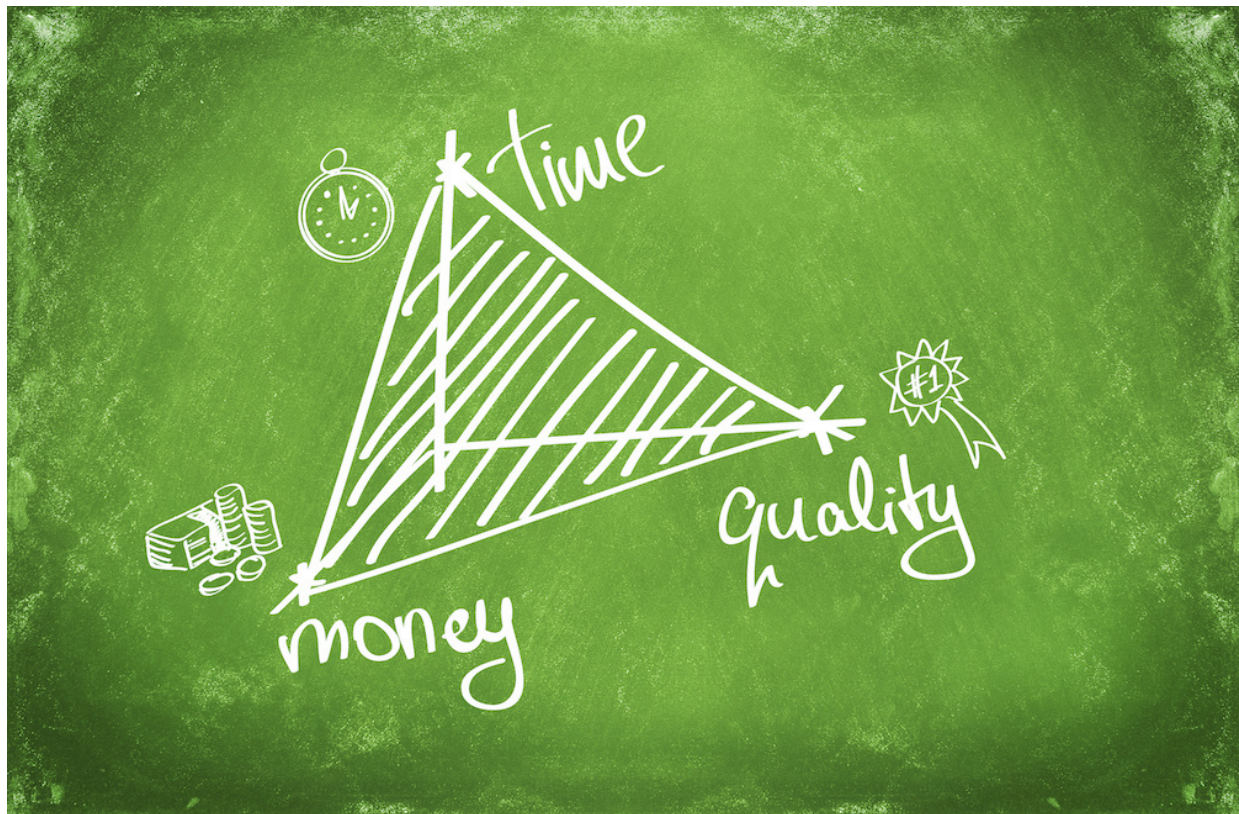
# Training New Employees

A common solution to manage workloads better is to hire a new employee or two. While there are benefits to having an assistant, someone has to train them. Often it can feel like this takes more time and effort than just doing the job yourself. This is where Alanna enters the picture. She is the assistant you've always wanted. She doesn't need training and can be self-sufficient from day one. Hiring Alanna is truly the answer to new employee needs.



# Not Having Enough Time To Get Jobs Done

Title company employees are capable of doing all tasks associated with a closing, but sometimes there's simply not enough time in the day to get them all done. Think about it. How much time is spent talking on the phone, sending emails, and entering data manually? When you put pen to paper, you'd be surprised at how much time is spent on these tasks. Alanna can eliminate much of the communication tasks required of title staff today, so your employees can spend more time on higher-level needs. It's safe to say you can give your employees several hours of their workweek back, making them more productive overall.



## CHAPTER 2

# Digital Online Smart Forms – Your New Form Norm

Managing documents is a major challenge for every title company. Some companies email forms to clients and ask them to print, sign, and scan them. Others do the printing for clients, which then requires either the customer to come to the office to pick them up or the title company to mail them to their homes. Neither way is ideal, especially when you have the option of incorporating digital online smart forms! You can eliminate the consequences associated with handling physical paper. Every closing day can be made easier with Alanna's online smart forms.



## Streamline Your Company Processes with Alanna's Forms

Printing, scanning, and emailing forms can have numerous consequences. A page can get misplaced, scanners could malfunction, clients might not have the equipment for returning documents and have to jump through hoops to return forms to you, etc. Having a digital assistant like Alanna means the same forms can be sent to clients via text message with a link where they can fill in the required information. The information is then submitted and sent directly to your title production system. How easy is that?

## Our Online Smart Forms Have Very Few Limitations

When clients have to juggle physical paperwork, they can be limited when it comes to returning them to you. But with Alanna's online forms, they can complete them during their lunch break at work, when they have a few minutes at night before bed, or anywhere else. And arguably the best part about digital online forms is if clients have a question, they can simply text Alanna. Her conversational AI skills allow her to answer virtually any questions. Whether it's a general question about a part of a form or specific file-based questions, she is available 24/7 to provide guidance.



## No More Chasing Down Information Or Misplacing Documents

Hunting down documents from your clients is not time efficient. But when you don't have another solution in place, it's a reality of the job. Having an assistant like Alanna provides your title company with a simple solution so chasing down information doesn't have to be the norm. Title company employees can focus on other important tasks to keep closing day on schedule, while Alanna gathers the necessary information. When digital online smart forms are the norm at your title company, everything runs more smoothly.



## CHAPTER 3

# Empower Staff Members With Productive Work, Not Repetitive Tasks

Finding the best talent for your title company and retaining them is often easier said than done. You have to offer a desirable company culture to start, and it can often feel like you need to offer unique perks to keep happy employees. But the truth is, the best title company employees don't usually need anything extra to feel a sense of accomplishment at their jobs. They just need to feel empowered to do productive work rather than repetitive tasks all day. When this happens, each closing day will be a breeze and you'll have a happy office.



## Happy Employees Are Productive Employees

Title company employees want to be productive and feel empowered to make decisions on their own. Of course, this trust must be earned over time because every decision must have the client's best interests in mind. But no one likes to feel like they are a robot forced to do the same repetitive tasks throughout the day. The happiest employees are the ones who feel like they have control of a closing, and Alanna gives your staff time back to focus on what's important. Then they have a sense of accomplishment with every transaction.

## Distractions Can Be Frustrating

One of the biggest frustrations staff members have is being distracted from doing meaningful work. These distractions often come in the form of phone calls and urgent emails that pull them away from what they are doing. A phone call that lasts just three minutes could turn into a 10-15 minute distraction because the employee has to regain focus. These types of frustrations can easily be eliminated or significantly reduced with an assistant like Alanna to handle these communications.

# Employee Turnover Is Low When People Feel Empowered

The best title companies have strong employees who have worked with them for many years. It's no secret that those employees feel empowered and proud to work for their company. Otherwise, they would leave to find other opportunities. Alanna's conversational AI abilities can eliminate many of the tedious tasks staff members would normally have to do. As a result, those staff members can work on higher-level projects that stretch their minds and leave them feeling more accomplished at the end of every day. Everyone is in a win-win situation when this occurs and you'll end up with a strong team you can rely on for years to come.





## Get Out Of Your Rut And Breathe Easier With Alanna

It's easy to get stuck in the same cycle of repetitive tasks and reactively deal with problems that arise. But when you have Alanna on your side, the more mundane tasks are handled so your employees can work more efficiently. The reduced stress on your employees is arguably the biggest benefit of working with Alanna.

Learn more about how Alanna can help everyone in your organization breathe a little easier without sacrificing an ounce of quality.

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