

Alanna is a Staff Member's Dream

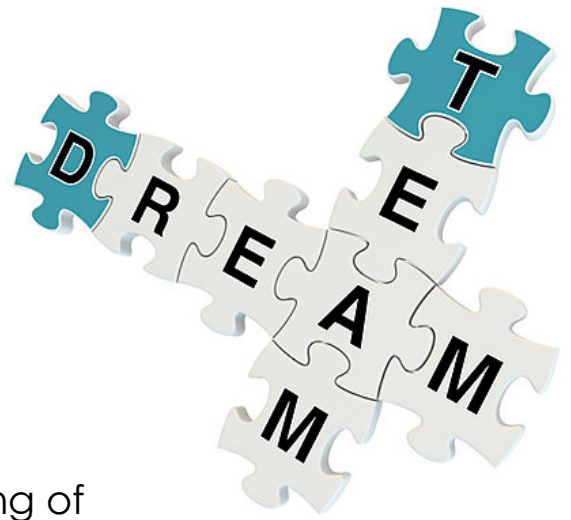
This eBook explains the many advantages Alanna brings to title companies and how to help your employees embrace new challenges.

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Introduction

Have your employees ever expressed a feeling of being overwhelmed or understaffed? This is a common concern for title company employees. However, it's not always easy to solve the problem efficiently. It takes a lot of time and resources to train new employees, which can be more challenging than just doing the work with the staff you've got now. But with Alanna, your staff can reap the benefits without experiencing the difficulties.

Alanna integrates into your current title production system for a seamless transition. Imagine what your current staff could do if they didn't have to spend time answering the phone or responding to emails. Actually, you don't have to imagine. Just ask them and they will surely be able to tell you right away! No matter their answer, Alanna can help boost their productivity and turn their expertise into the ultimate dream team for your company.



CHAPTER 1

Advantages Alanna Can Bring to Title Companies

Title companies upgrade their title tech tools for various reasons. First and foremost they want to provide the best experience possible for customers. But they also want to ensure their employees are working as efficiently as they can. The good news about Alanna is she accomplishes both of those with her conversational AI abilities. Here are some of the advantages you can expect when implementing Alanna for your title company.

Higher Revenue Opportunities



The conversational AI aspect that Alanna brings to the table can save costs and boost your bottom line. Some title companies hire additional staff members to take incoming phone calls and might even outsource to offer 24/7 support. Instead of spending money on this, Alanna can work 24/7 to provide support to clients and real estate agents. This provides growth opportunities for your company and more revenue when you compare it to paying an additional salary for a full-time assistant.

Fewer Distractions For Staff Members

Title company staff members are often limited in what they can do when they constantly need to answer the phone or respond to emails. Alanna can answer many questions a client or real estate agent has without getting a human involved. There's no need to put your staff under unnecessary pressure or stress by making them answer phone calls, while still staying on task for closing day. Alanna can alleviate the stress by reducing distractions significantly and allowing team members to focus on more important tasks.

Boost Your Reputation With Clients



Clients want to work with title companies that are current with technology. When they can have a better experience with Alanna's conversational AI, they will think more highly of you. Clients don't necessarily like calling or emailing about questions, but they are more open to asking them if they can do it quickly via text message or webchat. These are two of the skills your company and clients will enjoy with Alanna and you'll have a better reputation as a result.

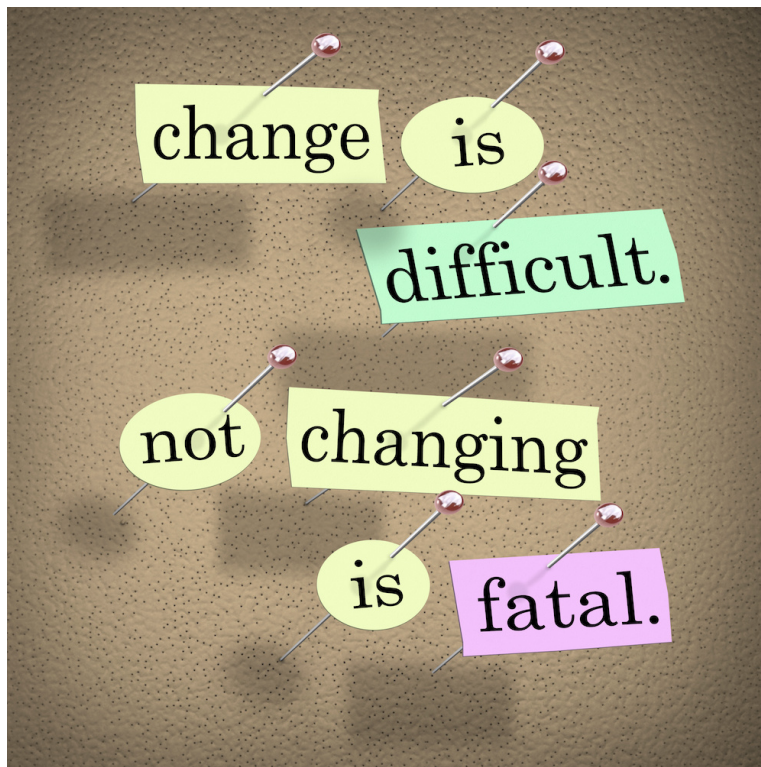
Allow Your Most Talented Employees To Expand Their Skill Set

Your employees should never feel like they are being held back from fulfilling their true potential. With Alanna, you can allow your most talented employees to spread their wings and be true assets to your company. And when your employees leave work feeling accomplished and productive, they will be more likely to expand their skills and be an even more valuable part of your team.

CHAPTER 2

Introducing Alanna to Your Staff

Upgrading to new title technology is often essential for title companies to keep up with the competition. However, there's always a sense of hesitancy to make such a big change because you never know how it will be accepted among staff members. While your staff likely isn't part of the decision-making process, they are ultimately the ones who will be impacted the most. You know Alanna will help them and the company, so you just have to introduce their new assistant to them the right way.



Change Is Never Easy

Change is often resisted in any office setting. Be sure to acknowledge this and be specific with some of the concerns your staff has voiced. Demonstrate that you've thought this through and the decision was made to move forward with Alanna as the best solution available for your company's needs. And of course, reiterate that Alanna is not there to replace anyone. Instead, she's a virtual assistant who can help them do their jobs more efficiently.

Explain How Alanna Can Make Their Work Lives Easier

Ask your team who among them enjoys picking up the phone, answering emails, or entering in data from stacks of paper. Chances are you won't get many responses. Alanna's conversational AI abilities can handle all of these frustrating and tedious tasks your staff members currently attend to. Explain how Alanna works in detail. Once they start seeing how their jobs can be made easier, you will see them become more accepting of the change.

Be Open To All Concerns

Listening to every concern is vital when going through a transition with title technology. And even though you know there's nothing to be concerned about with Alanna, remember this is new to your staff. Explain that their concerns are taken into consideration and you understand there will be bumps along the way. But also reiterate that you're confident in Alanna and your staff to get through any issues together.

Keep Reinforcing Benefits And Celebrate Achievements

The process of being more efficient could have challenges, but the end goal will be very sweet. It's natural for you to focus on the long-term goals, while your staff focuses more on the short-term, day-to-day impact. Now is the time to constantly reinforce the benefits of Alanna and stay the course during any challenges. Any success or achievements from your staff should be magnified and celebrated more than normal during these times of transition.



CHAPTER 3

Encourage Your Staff to Take on New Challenges

No matter how great your title company employees are at what they do, burnout is very real and is something you need to monitor. It's easy for staff to get comfortable with their routine, but this could eventually have a negative effect if they want more challenging opportunities. Adopting a new title technology program can be an unwelcome change at first. However, when you are encouraging about the new challenges it offers, you'll empower your staff to stretch their minds and strive for greater achievements.

Brainstorm Ideas And Get Valuable Input



If you simply tell your staff they will be getting a virtual assistant to help them with certain tasks, they will likely have many questions and concerns. A better approach would be to gather the team together and brainstorm ideas that would help them be more productive and feel more fulfilled with their job. This valuable input can be used to ensure you have the right title technology to help them succeed.

Show Your Desire To Help Employees Grow Professionally

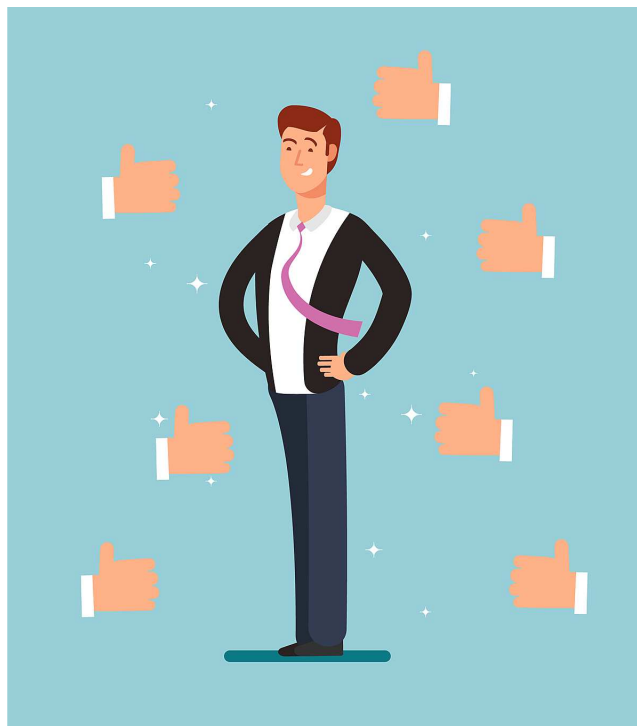
Employees want to know you care about their professional development. When you always look out for their best interests and stretch their minds, they will feel like you have a genuine interest in their success. You just have to show them that working at your title company is more than simply getting through a real estate closing.

Give Your Employees The Tools Needed To Succeed

After gathering feedback from your staff, take the next step and provide them with the tools they need to succeed. An assistant like Alanna can remove tedious and repetitive tasks from their plates so they can focus on tasks that stretch their minds. And when this happens, they will be more engaged with their work and can focus on long-term business goals more often.

Acknowledge Staff Members Who Go Above And Beyond

Some staff members will embrace changes in title technology more than others. This provides you with a great opportunity to acknowledge those employees who do and highlight how they have benefited from it professionally. Be sure you don't talk down to other employees, though. Focus on the efforts of those who went above and beyond and show your appreciation for them. You might be surprised at how other employees follow suit and start increasing their efforts, as well, as they see others succeed.





Complete Your Dream Team Today With Alanna

Change is never easy, even when you know it's for the better. All it will take is a few hours for your staff to realize how beneficial Alanna can be. The reduced stress leads to employees who can feel more satisfied at the end of a long workday.

Alanna may be the missing piece to your title company's dream team! Learn more about how Alanna can fit in perfectly with yours.

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