

# Leverage Alanna to Meet the Needs of Your Staff and Clients

This eBook discusses how to streamline processes for your staff and improve your client experience through AI technology.

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# Introduction

Title companies should always look for ways to create a better client experience. Many times this means making processes streamlined for your staff so they can focus more on your clients. Today, technology is crucial for efficiency and it may be well worth the time and financial investment to improve yours.

Alanna provides a perfect balance; assisting your staff to help your clients. When your staff doesn't get distracted answering the phone or responding to emails, they can focus on the client experience and make it as ideal as possible. And your clients still get the information they need from Alanna quickly so they can stay on track too. When you leverage all of Alanna's abilities, you can meet the needs of both your staff and clients like never before.



## CHAPTER 1

# Customer Experience Tells All for a Title Company

What is the biggest priority for your title company? If it's not creating the best customer experience possible, then you're likely falling short of your potential. Title companies often believe they are providing great customer service since they work hard for every closing. But there has to be a balance between working harder and working smarter, and companies can improve their ability to work smarter with the opportunities provided through technology today. Here are a few things to consider about customer experience in your title company.



## Customers Need 24-Hour Support

Most title companies only answer the phone and emails during standard business hours. This can cause closing delays because clients often can't call or email until their work day is done too. The good news is offering 24-hour support doesn't have to mean your employees are always on call. With Alanna's conversational AI abilities, you have an assistant ready to help every client with their needs at any time. They can simply text Alanna when they think of a question, even in the middle of the night, and she will answer it thoroughly.

## Communication Without Any Gaps

Communication gaps come in many forms. As an example, you might not be able to respond to an email for a day or two or a client's phone call could get lost in your voicemail system. These communication gaps lead to poor customer experiences, but they are easily preventable. Alanna's streamlined communication fills in these gaps so your employees won't have to worry about missing an email or phone call. In fact, with Alanna, email traffic may decrease significantly for your staff, so they can narrow their focus on other closing tasks. And you can have peace of mind knowing your clients are taken care of without a wait.

# Title Company Employees Can Be Better At Complex Tasks

With so many moving parts associated with a closing, it's easy for employees to prioritize them equally. However, complex tasks require more time, focus, and attention. Alanna's conversational AI can reduce customer phone calls and emails so employees can focus more time on those complex tasks. With so many functions happening at one time, mistakes are more likely to happen. Alanna can give employees more time to double-check their work to ensure no mistakes are made. And the end result is more accurate and efficient work that shows up in the overall customer experience.



## CHAPTER 2

# Is Your Title Company Advancing or Lagging Behind the Times?

Title companies often get stuck in a habit of using old title technology because it has always worked for them. There's something to be said about not fixing something that's not broken, but in today's world, neglecting to utilize modern title technology can be a major setback. It's important to get feedback from clients, REALTORS, and lenders to understand where you could be improving your processes. You might even consider comparing your processes to competitors to gain an even better understanding of where you stand. Once you do this, you can get a feel for whether your title company is advancing or lagging behind the times when it comes to technology.

# Be Honest About Your Current Technology Situation

Asking yourself a few questions about your title technology can give you some insight as to how advanced or behind you are. Do your clients say they are pleased with your communication? Are your employees as efficient as they can be? Is closing day as smooth as it can be every time? If your answer was “no” to any of these questions, then you could benefit from a technology upgrade. Doing some case studies and receiving feedback from clients and employees can shed some light on where you can improve.

## Are You As Proactive As You Can Be?

With how advanced our communications are today, being proactive should be the norm for title companies. However, if you rely on phone calls and emails to communicate, there’s major room for improvement. Implementing conversational AI can seem intimidating, but it’s one of the most valuable tools you can have. It offers you a 24/7 assistant for clients, REALTORS, and lenders to ask general or file-specific questions. Plus, you can communicate with clients via text message to ensure closing day stays on schedule. This improvement in being more proactive can create a better experience for everyone involved.



# Update Technology To Provide A Stellar Customer Experience

Clients today want to work with companies that prioritize using the most current technology. If you're stuck in older methods of doing business, then it's time to strongly consider upgrading. Alanna is a valuable piece of title technology that does not require a difficult learning curve. And any growing pains or challenges are quickly overcome as you and your employees experience both the short-term and long-term benefits. Most importantly, your clients will notice an improvement in their experience working with you, which can boost your bottom line and lead to more business in the future.





## CHAPTER 3

# Lean on Alanna to Extend Your Marketing Reach

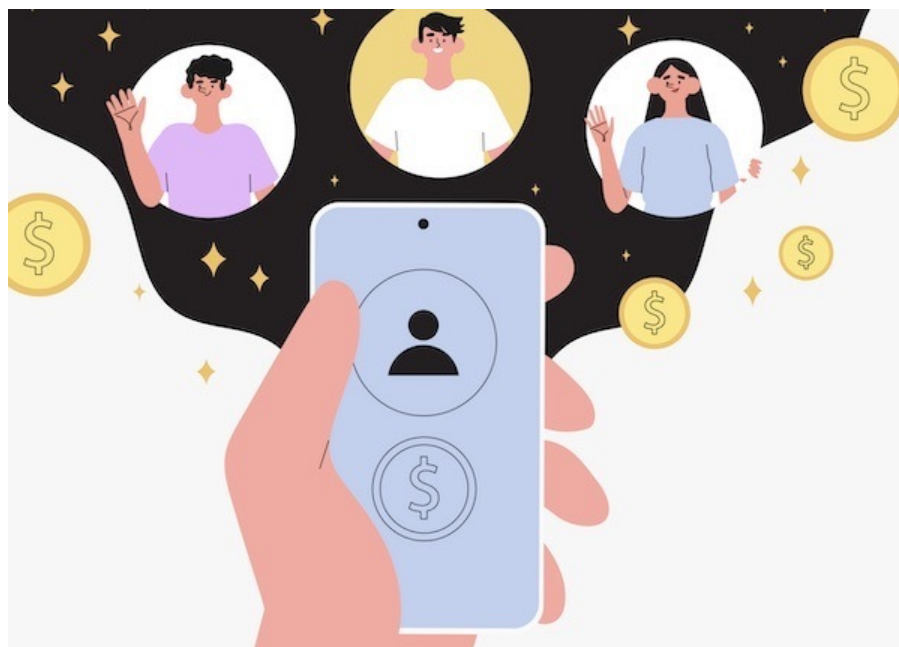
Many title companies don't think about continuing their marketing efforts after closing day. They simply sign the papers and occasionally let clients take the pen with their logo with them. But when you have the right title tech tools, you can take advantage of additional marketing opportunities. The stellar customer experience you've provided doesn't have to stop at closing and here are some ways Alanna can help extend your marketing reach.

## Earn Business After Closing Day

Online reviews are essential nowadays. Good reviews are invaluable, but negative reviews can even work in your favor as long as you publicly resolve the problem. You could ask your clients for an online review after they sign closing papers, but chances are they will forget. Alanna can help by automatically sending your clients a text message requesting a review shortly after closing, once things have settled down. And you won't need a title agent to set a reminder. Alanna can handle it for you.

## Referrals Can Boost Your Business

Referrals are often the backbone of a title company. While providing great customer service after closing isn't necessarily required, it helps when your client has a friend who also needs to work with a title company. Experiencing Alanna through the closing process is usually enough to earn a referral, but she's also valuable afterward. With Alanna Campaigns, you can send a mass text out to clients incentivizing referrals. The difference with an Alanna Campaign is it's not a junk text message. It's the potential start of a conversation because of Alanna's conversational AI abilities.



# Keep The Great Customer Experience Going

You never know how influential a particular client can be. The last thing you want to realize is how influential they are when it's too late to do anything about it. Keeping your great customer experience going long after closing day can keep your company at the top of their mind. You might not earn their business again, depending on their situation, but you could earn several other clients from them just because they appreciated your efforts. People enjoy returning favors, so utilize Alanna for your marketing efforts post-closing and take advantage of the long-term benefits. You never know what opportunity will arise by being proactive.



# Impress Your Clients And Staff With Alanna

As a title company, the client experience should always be your number one priority. Many title companies believe hiring more staff is the solution to create a more personal client experience. However, this usually leads to more problems, including office space, training and payroll concerns. Learn more about all the benefits Alanna has to offer for your title company. She is the bridge you need to close this gap!

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