



# Make Your Title Company Stand Out With Alanna

This eBook discusses how Alanna can distinguish your title company so you stay ahead of the competition.

[alanna.ai](https://alanna.ai)

# Introduction

Clients, real estate agents, and lenders want to work with title companies that prioritize the customer experience. Nowadays, this doesn't happen without modernizing your title technology. Gone are the days of the phones constantly ringing and managing an overflowing email inbox. Unless, of course, you want to be stuck in the past.

Alanna is the simple solution to modernize your title communication, personalize your closings, and differentiate your company from competitors. Clients need information 24/7 with the busy lives they lead. It's not reasonable to have an employee available around the clock. With Alanna, you don't have to. You can create a better balance for your team while making your company stand out from the competition.



## CHAPTER 1

# Competitor Differentiation with Alanna

How do you differentiate your title company from the competition? Many title companies say their customer service makes them stand out. But do you know what's special about your customer service?

Can you pinpoint anything specific that distinguishes your company from the rest? When you invest in Alanna, listing out ways your company is set apart is simple. From conversational AI to enhanced security and more, here are some of the top benefits Alanna offers to differentiate your title company.



## Security Is At The Top Of Mind

Title companies are learning they have to keep up with the latest technology to stay ahead. However, with advanced technology comes a host of security concerns. If you don't prioritize security, then you'll eventually lose clients. Confidential and sensitive information is constantly passed around during the closing process. You can't afford a security breach to occur. Alanna provides a secure channel to transmit information so you and your clients can always feel secure.

## The Closing Process Revolves Around Clients

A successful closing requires an end result of customer satisfaction. Sometimes title company employees get stressed out as closing day approaches, which can be a barrier to a smooth closing. But with Alanna, stress can be reduced for all parties involved. From providing proactive communications to sending out documents for review in advance of closing, Alanna makes the closing process seamless. It's like your clients have a personal assistant to answer their questions at any time. That's something most title companies can't provide. When you have Alanna on your team, you can truly say the closing process revolves around client satisfaction every step of the way.

## 24/7 Availability With Real-Time Information



It often seems like title companies could use an assistant specifically to answer phone calls and emails. However, this is rarely a reality for various reasons. Alanna is better than any full-time assistant you can hire and she doesn't come with any overhead. She can answer client questions 24/7 and provide real-time information. A common question clients have revolves around closing costs. Alanna can provide an accurate estimate no matter how many times they inquire. And the best part is your staff can continue working on more complex tasks to further assist clients behind the scenes.

## CHAPTER 2

# Modernize Title Communication with Conversational AI

Effective communication is key for the success of a title company. A lot of problems title companies have can be solved by breaking down communication barriers or finding ways to make communicating more efficient. Phone calls and emails are still modern ways to communicate, but they are rarely effective in getting the prompt attention desired by title companies. Conversational AI sometimes has a bad name because people associate it with chatbots that never give them the right answers. Alanna is a different type of title tech and she can help you modernize communication inside and outside of your company.

# What Is The Primary Form Of Communication In Your Title Company?

Think about how you primarily communicate with clients, lenders, REALTORS, and even people within your title company. Phone calls and emails are likely the top two answers. Clients aren't always available to answer a phone call. And everyone gets dozens of emails a day so it's easy for yours to get buried and overlooked. But what are you supposed to do when those are the only methods of communication you offer? This is where struggles and frustrations occur, and the difficulties offer a perfect opportunity to look into conversational AI.

## Is Conversational AI Really That Powerful?



Conversational AI is much different from the chatbots you might have experienced. Alanna's conversational AI abilities can answer essentially every question clients have about the closing process. And she does it over the most recognizable form of communication today--text messaging. Clients can simply text their questions to Alanna and she will provide accurate answers in real-time. Imagine how productive your team could be if the phone stopped ringing! That's the power of Alanna's conversational AI. When your staff can be more productive and your clients can have their questions answered efficiently, that's called a win-win situation.

# Reassess Your Communication Standards And Adjust Accordingly

Title companies should constantly assess their processes and procedures. With title tech tools evolving every day, you can quickly fall behind the curve if you don't seek out ways to improve. Take some time with your team to assess your communication standards and honestly evaluate whether you are meeting those standards. The willingness to adapt and adjust are good qualities for any title company. Once you evaluate your standards, you'll get a clearer picture of how Alanna can fit into your team.





## CHAPTER 3

# Personalize Every Closing With Alanna

Consumers have numerous options today no matter what product or service they need. When it comes to the title industry, the competition has never been greater. Adding a personal touch to the closing process can make everything smoother and boost client satisfaction. Too many title companies see their clients as another number and try to push them through as quickly as possible so they can move on to the next one. But when clients feel recognized you stand out among the competition. Alanna can help you create a more personalized experience with every closing.

# Availability When Your Clients Need It

When clients have to leave voicemails and don't receive a return phone call for a day or two, they don't feel like they are a priority. The same goes for unanswered emails. Alanna's conversational AI can make your title company available for clients when they need you. They can text Alanna 24/7 about virtually anything revolving around their closing and she will have the answer for them in real-time. And it's much more than a canned answer. Whether your client has a general or specific file-based question, chances are she has the information readily available for them.

## Conversational AI Does More Than Answer Questions

With Alanna's conversational AI, your clients will feel like they are talking to a human. Since Alanna is integrated into your title production system, she can provide a vast amount of information to clients. She also helps your staff send proactive communications to clients to help them stay on track. From sending online forms to gather information to providing reminders about upcoming appointments, Alanna creates a personalized experience with every closing.



# Positive Interactions Lead To Stellar Customer Experiences

No one likes to feel as if they are being passed off to a robot. Alanna is different in virtually every regard. She is just as helpful as your staff and facilitates positive interactions with clients. Stellar customer service is hard to find nowadays no matter what the industry. Alanna's proactive and positive communications stand out to clients and make them feel like they are truly valued and focused on.



# Distinguish Your Title Company Today

Staying ahead of the competition is critical in the world we live in today. Consumers demand modernization and you could lose business by remaining stuck in the past. Alanna is here to help make your title company stand out. You can create more satisfied clients and earn additional business along the way.

Learn more about all the perks of working with Alanna by clicking the button below.

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