

Alanna Eases Communication Struggles

alanna.ai

This eBook explains how Alanna can help your title company overcome virtually any type of communication issues you are experiencing.

Introduction

Strong communication is the backbone of any successful title company. But when there are so many different moving parts, miscommunications can happen too easily. It almost seems like you have to hire a new employee just to answer phone calls and emails. Otherwise, your clients, lenders, and real estate agents might have to wait in line to get the answers they need.

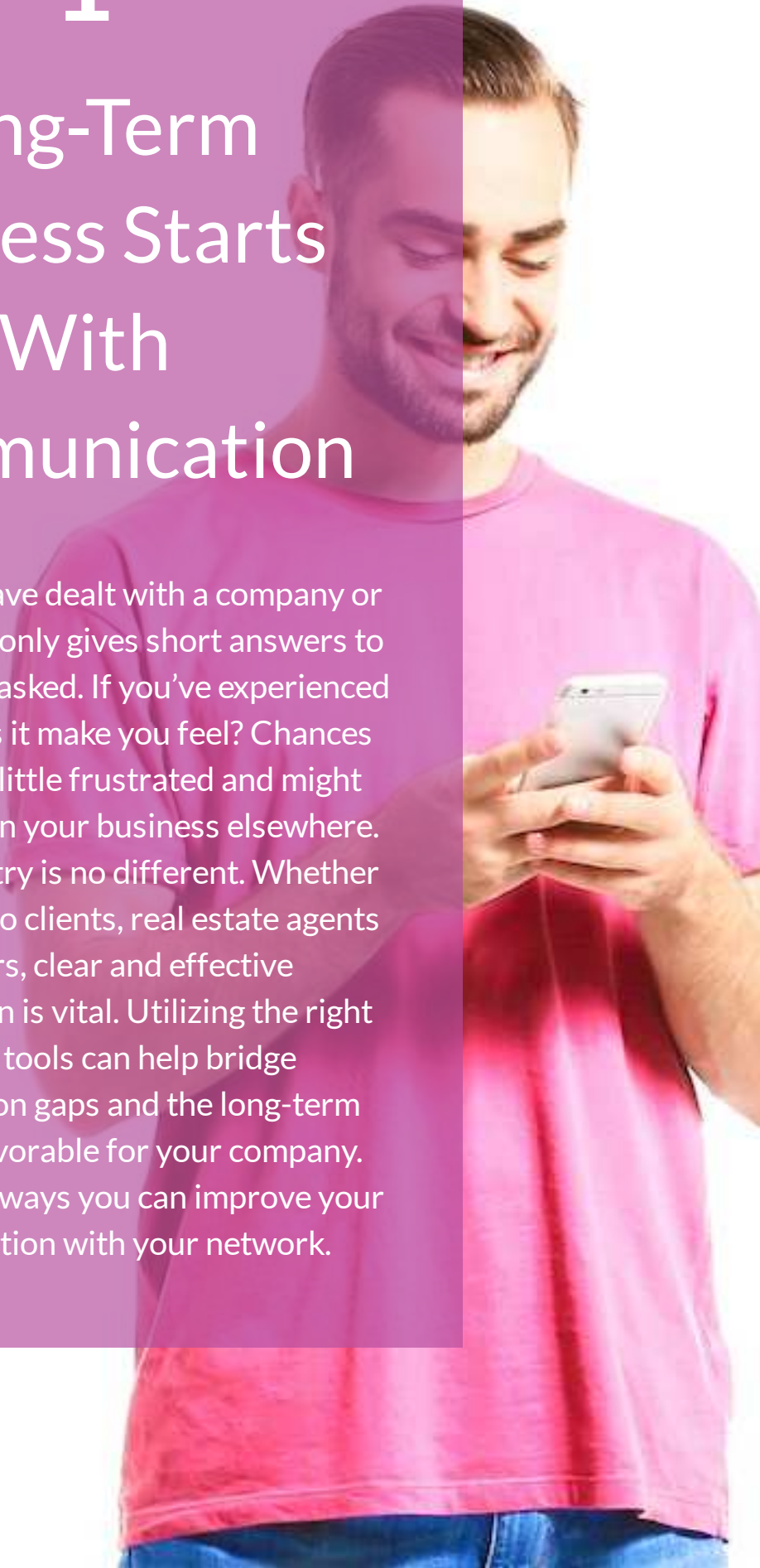
That is, of course, unless you have Alanna on your team. Alanna is a simple tool that helps streamline communication between virtually anyone you have to interact with during a real estate transaction. Proactive communication via text message is easily the most efficient way to interact today. And with Alanna, your employees won't have to stay on top of the usual, same old incoming communications that take them away from critical tasks.



1

Long-Term Success Starts With Communication

Most people have dealt with a company or individual who only gives short answers to every question asked. If you've experienced that, how does it make you feel? Chances are you felt a little frustrated and might have even taken your business elsewhere. The title industry is no different. Whether you're talking to clients, real estate agents or lenders, clear and effective communication is vital. Utilizing the right title tech tools can help bridge communication gaps and the long-term results are favorable for your company. Here are some ways you can improve your communication with your network.



Be Responsive

Lack of responsiveness is the number one frustration clients have across the board. They expect you to answer the phone when it rings and to respond to an email timely. But whether your title company is short-handed or if you're simply too busy handling details for another closing, these two things often don't meet client expectations. There are only so many hours in a work day and only so many people your company can hire. The solution? Implementing conversational AI can solve the vast majority of communication breakdowns, including lack of responsiveness.

Communicate Proactively



Proactive communication is sometimes impossible when employees are drowning in other work. But it's still important to keep in touch with clients to ensure everything stays on track for closing day. This is where conversational AI can help again. Schedule reminders can be sent to clients for important dates when they need to send you documents, and more. Essentially, you help answer questions before clients ask. And you'll stay at the top of their minds, increasing the chance of on-schedule closing with minimal stress.

What Communication Gaps Are In Your Title Company?

If any of the communication problems are present in your title company, then Alanna is the solution. Conversational AI is Alanna's strength. With this title tech tool, you can reduce the amount of manual data entry employees have to do. And remember those phone calls and emails that need to be handled urgently? Alanna can answer virtually any question clients, real estate agents, or lenders have without your employees having to lift a finger. Sounds too good to be true? It's not, and you're closer than you think to experiencing long-term success.



2

Texting Strengthens Client Communication

A major role title company employees have is communicating with clients. Whether it's reminding them about an appointment, sending them documents to sign, or anything else, the closing process can be much more efficient with strong communication. The problem is many clients aren't available throughout the day to answer phone calls or emails. This can delay the process by at least one day, which can put a strain on your employees to keep the closing day on schedule. But what would happen if you replaced those phone calls and emails with text messages and conversational AI? Here's what you can expect.

Immediate Responses Are More Likely

Clients might not be able to step away from work to answer your phone call. But, more than likely they can send a quick text message response. Clients don't want a long and drawn-out process, so they are typically more than willing to handle any task via text message rather than talking on the phone. When you can get an immediate response, it's much easier for closing day to remain on schedule and you'll reduce stress on your employees as well.

Inquiries Are Handled 24/7

Since many clients can't respond to phone calls or emails until after business hours, does it seem like having an assistant on-call 24/7 would be beneficial? This is on the right track, but there's a better way to have 24/7 availability for clients. The answer is with Alanna's conversational AI abilities. She can handle virtually any question your client has, including specific file-based questions. So even if your client wakes up in the middle of the night and thinks about a question, they can text Alanna right then and get a response within seconds.



Make Signing Documents More Convenient



Most of the time any documents that need to be signed are handled via email. In some cases, the documents are printed and returned in physical form. That's simply not necessary in the digital world we live in today. Clients don't want to shuffle through papers or scroll through a long document in their email. With Alanna, you can send a quick, secure text to clients with documents needing their signature. And once they sign digitally, the information is uploaded into your title production system. With communication processes this effective, it's sometimes hard to believe we still rely on phone calls and emails today.

3

Streamline Communication Between REALTORS, Lenders, and Title Companies

As a title company, your employees have several lines of communication that must be open at all times. And when you have multiple closings in process at the same time, the number of phone numbers and email addresses you have to keep up with can be a little overwhelming. Implementing Alanna's conversational AI skills into your processes can streamline communication effectively. Whether you need to reach out to REALTORS, lenders, or clients, Alanna has you covered. Here are some ways Alanna can help your title company streamline communication.

Why Do Miscommunications Happen?

Miscommunication happens for various reasons. Title company employees can get so busy that they leave out important details in their phone calls or emails. And sometimes REALTORS might think they provided you with the information needed, but they didn't. When you upgrade your title technology and take advantage of Alanna, these miscommunications won't happen. Information is presented clearly, responses occur quickly, and documents or correspondence can be reviewed instantly.

Streamline Communication With Real-Time Information



REAL TIME DATA

No one has time to wait 24-48 hours to get information about their closing. Real-time information is essential and that's exactly what Alanna brings to the table. Since Alanna is tied to your title production system, specific questions can receive specific answers. And REALTORS, lenders, and clients won't have to wait to get those answers. From closing cost estimates to appointment dates and anything in between, Alanna provides nearly instantaneous answers. And when all parties involved in a closing can utilize Alanna, communication will be streamlined to the maximum.

Alanna Offers 24/7 Availability For All Parties

Instantaneous responses are nice, but around-the-clock availability might be even better. The good news is Alanna can do both. Often, a client, REALTOR, or lender will think of a question or just need one piece of information after hours. Instead of having to wait until the next business day to call or send an email, they can simply text Alanna. Alanna is always online and available to answer any inquiries. Communications will never get crossed and everyone involved in a closing can get the information they need when it's most convenient for them. Now that's how you can make a great impression and earn more future business!





alanna.ai

Streamline Communications Within Your Title Company Today

Sometimes the most stressful part of a real estate transaction is keeping everything on schedule. Not getting an email response immediately can set you back a day or two in the process. Alanna is here to help avoid these issues so every transaction can be as smooth as possible. Learn more about the different ways Alanna can streamline your communication efforts to create a better experience for everyone involved!

[GET MORE INFO](#)