



Alanna Makes Client Experience Effortless

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This eBook explains how Alanna can enhance your title company's client experience without stretching your employees.

Introduction

Nowadays, every decision you make has to revolve around creating the best client experience possible. One of the biggest frustrations clients have with real estate transactions is poor communication. Title companies don't intentionally ignore or neglect clients, but the volume of work can sometimes make responding to client a challenge.

Alanna can ensure your important time-sensitive tasks get completed while taking care of clients at the same time. When clients can text Alanna 24/7 to answer virtually any question they have about their transaction, satisfaction will be at an all-time high. You will be providing an outstanding client experience, while also reducing the workload for your employees. Talk about a win-win situation!



A man with dark hair, wearing a maroon ribbed sweater, is looking down at a smartphone he is holding in his right hand. The background is a bright, out-of-focus outdoor setting. A semi-transparent dark purple rectangular box is overlaid on the right side of the image, containing text.

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Client Experience – A Top Priority

Creating the best possible experience for your clients is an essential part of a title company's role today. So what makes your company stand out from a client experience standpoint? It should start with enhancing your communication efforts, which likely depends on the title tech tools you use. The goal is to ensure your clients always have a pleasant and stress-free experience when working with you. Here are some things to think about when you want to make a positive client experience your top priority.

What Do Your Clients Need?

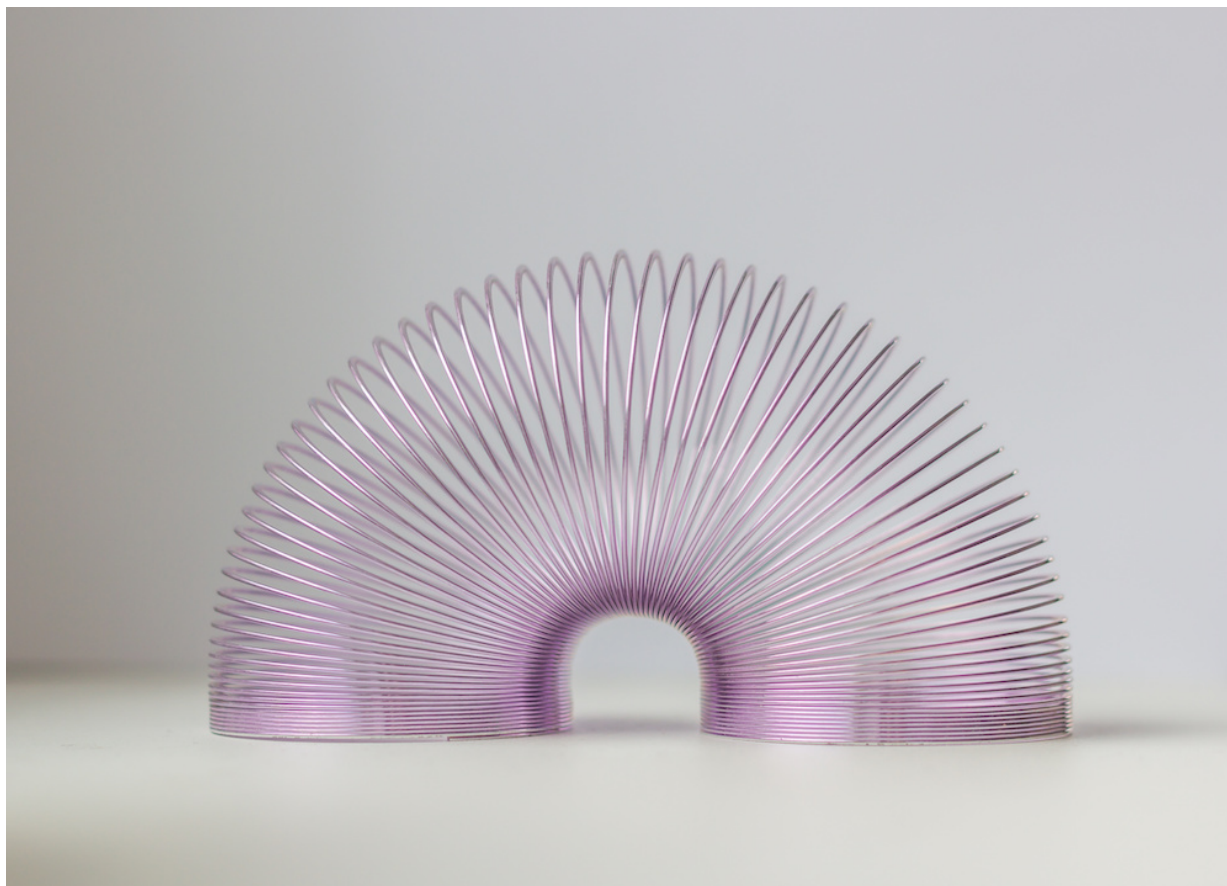
Understanding what your clients need might take some time. Whether you work primarily with buyers or sellers, or real estate agents or lenders, it's important to understand every group has unique needs. Identify challenges you run into throughout the closing process and make note of some potential solutions. Communication breakdowns may be to blame for issues. The good news is those breakdowns are easily fixable with the right title tech tools.



What Adjustments Can You Make To Enhance The Client Experience?

Adding an emphasis on streamlining communication typically solves a wide range of problems you might have encountered with your overall client experience. Implementing conversational AI tools can prevent communication breakdowns, delays, and so much more. If you think about it, clients often have questions after business hours when they are at home. What if they could send a text message to get the answer right away instead of waiting until the next business day? That's the power of conversational AI and how it can make the closing process much smoother.

Clients Appreciate Flexibility And Your Title Company Will Too



The term flexibility can have different meanings. When it comes to your clients, flexibility means providing them with information when they need it...even when it's not convenient. The right title tech tools provide this flexibility without needing your employees to work long hours to be available for client calls. A simple question like "What time is my closing," doesn't require a human to answer. And with Alanna's conversational AI abilities, more specific file-based questions can also be answered.

Understanding client needs, making adjustments, and being flexible all lead to a better client experience. And when a single solution like Alanna can achieve all three, what do you have to lose?

A woman with blonde hair, wearing a purple and white striped shirt, is smiling and looking towards the right. A man with dark hair, glasses, and a beard, wearing a blue button-down shirt, is smiling and looking towards the camera. They appear to be in an office or professional setting. A dark purple vertical bar is overlaid on the image, containing text.

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AI for Title Drives a Quality Client Experience

Your reputation as a title company has a direct impact on the amount of business you receive. In such a competitive industry, every detail matters. The problem many title companies run into is there's only so much employees can do to keep up with all the moving parts. What suffers the most is client communication.

With the right conversational AI tools, you can change your company's weakness into a strength. And you'll stand out among the competition in your industry. Upgrading your title technology should start with implementing conversational AI, and Alanna can be the driving force in providing a flawless client experience every time.

Provide Clients With Answers When They Need Them

The biggest strength of Alanna's conversational AI abilities is providing clients with answers to their questions whenever they need it. The 24/7 availability isn't achievable without Alanna since the alternative is to require your employees to be on call at all times. Instead, Alanna provides the assistance needed to let you and your employees rest easily knowing your clients are taken care of. When a client wakes up in the middle of the night and thinks of a question, they can text Alanna and receive an answer right away. That's how conversational AI can drive a quality client experience.



Keep Clients Informed On The Closing Process

Proactive communication can also put your title company a step ahead and make an impression on clients. When employees are stretched thin at work, they can't be as proactive as they would like with clients. Utilize Alanna to send out reminders to clients about documents needing to be signed, or simply confirm the closing date. When employees don't have to worry about these types of communications, they can focus on enhancing the client experience in other ways.

Allow Your Employees To Take Your Client Experience To New Heights

Title company employees take pride in their jobs and always want to provide an amazing client experience. However, they can sometimes be handcuffed and unable to provide the experience they want when they are bogged down in paperwork, answering phone calls, emails, and more. Alanna can take a lot of these tasks off of their plates so they can provide the best experience possible. And when that happens, the client experience will be memorable with every transaction you complete.



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Create a Positive Ongoing Client Experience

Flexibility is an important component of successful title companies. You might have flawless internal systems in place, but if a particular client doesn't respond well to them, then adjustments have to be made. This is all part of creating a positive client experience and making the closing process as smooth as possible.

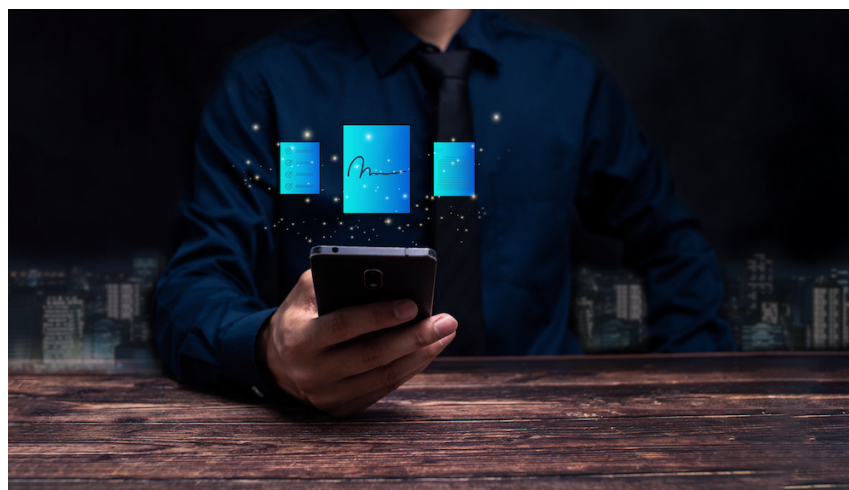
Incorporating conversational AI is usually the solution many title companies seek out. Alanna provides solutions to common problems title companies have with creating a positive client experience.

Know What Your Clients Want Right Away

You have to make a great first impression on every client. Otherwise, you risk starting on the wrong foot and having to work even harder to earn trust. The goal is to make things as simple as possible for clients and the right title tech tools can help. What if you could send them a text message with a link to fill out documents online rather than handing them a stack of papers to go through? Nearly all clients would prefer it and you can give it to them when you have Alanna on your team.

Make Filling Out Documents As Easy As Possible

Clients have to read and sign a lot of documents in any given real estate transaction. The problem with physical documents is they can get misplaced or clients don't have access to a scanner to return them promptly. And then when you finally receive the signed documents, your employees have to manually enter the data. With Alanna, clients can fill out documents digitally and when they submit the form, the data goes directly into your title production system. There's no better way to save both time and headaches for your clients and employees.





Streamlined Communication Eases Any Frustrations

When clients can get information instantaneously, any type of frustrations surrounding communication are essentially eliminated. That's exactly what Alanna brings to the table. When clients can send a simple text message 24/7 and receive an answer almost immediately, the entire closing process will be smoother for all parties involved.

A Great Client Experience Can Lead To More Business

So why is it so important to create the best client experience possible? For one, it makes the closing much easier for the transaction you're working on. And maybe most importantly, a great client experience can lead to more business in the future. You can utilize Alanna for marketing campaigns that could give you more clients. But it won't work unless your existing clients have a flawless experience.



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What kind of experience do you consistently provide your clients?

Effective communication is so hard to accomplish with the vast amount of moving parts that happen any given day. Your clients don't care about those moving parts, though. They want you to focus on them and give them what they need, when they need it. Alanna delivers every time!

Learn more about how Alanna can create a phenomenal client experience and keep your title company moving forward. Just click the button!

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