



The Impact Alanna Makes Behind the Scenes

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This eBook explains how Alanna artificial intelligence can help your title company employees balance workloads to work more efficiently.

Introduction

Title company employees are typically stretched thin, especially at the end of every month. The problem is there's usually not a clear solution for this problem. Hiring a new employee doesn't reduce the workload since you have to use resources to train them. And declining work is never an option. If this sounds like a predicament your title company has been in, then it's time to consider Alanna.

Alanna is known for enhancing the client experience. However, Alanna's abilities can help your title company thrive behind the scenes as well. From collecting and processing information quicker to automating processes and improving operational efficiency, Alanna is the solution!



A man in a dark suit is sitting at a desk, covering his eyes with both hands. In the background, a woman in a light blue shirt is holding a tablet displaying a colorful chart. To the right, another person is holding a smartphone. The scene is set in a professional office environment with a blue-tinted overlay.

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Improve Operational Efficiency with Alanna

Title company employees typically have multiple responsibilities in their organization. While it might seem like you run a well-oiled machine to your clients, what is the internal vibe like within your company? Employees often believe operational efficiency could be improved to make the closing process a little smoother. A simple tool like conversational AI can be the answer to a lot of problems.

Alanna is the assistant every title company needs to improve its processes, eliminate mistakes, and provide seamless communication. With each of these, your employees work just as hard, but they get more done. Here are some of the specific ways Alanna can improve your title company's operational efficiency.

Eliminate Mistakes To Boost Efficiency

A single mistake can set back the closing process to the point where you're always playing catch-up. When you have Alanna in the picture, documents and information are updated in real-time to eliminate any mistakes. This is particularly important when providing closing cost estimates. Your employees only need to enter basic information and Alanna will calculate the rest. And you don't even have to worry about making a mistake when relaying information to the client or real estate agent since they can text or chat with Alanna directly.

Make Communication Seamless



Breakdowns in communication are very common in the title industry. When you have to communicate internally and with clients, real estate agents, and lenders, it's easy for lines to get crossed. Alanna makes communication simple with her conversational AI abilities. Any party involved in a closing can text or chat with her to get the information they need right away. And since Alanna is available 24/7, clients can get answers to their questions at midnight if that's the most convenient time for them.

Allow Your Employees To Work Smarter Instead Of Harder



You know you have talented employees on your team, so take the next step to help them maximize their talent. Answering the phone and responding to emails isn't what they should be doing to move the closing process forward. When you have Alanna in place to handle those tasks, your employees can focus on more complex tasks to keep every transaction on schedule. It also allows them to go above and beyond for your clients to create the “wow” factor and potentially bring you more business as a result.

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Collect and Process Information in Record Time

When you think about all of the moving parts happening during a real estate closing, it's amazing to see how it all comes together. But when you evaluate communications, data collection and everything in between, how would you rate your efficiency? Many companies don't have the right title technology in place to be as efficient as possible. Your company can change that with Alanna.

Virtually Eliminate Manual Data Entry



Entering data manually is time-consuming and increases the risk of errors. But information has to be collected and entered into your title production system, so there's no other option, right? With Alanna, you can minimize manual data entry to help your employees focus on other tasks. Clients can input information via a secure link you send them, which gets uploaded directly into your title production system. Simply review the information for completeness and continue with the closing process!

Reduce Email Transmissions Significantly

Email as the primary form of communication among title companies, clients, real estate agents, and lenders can be problematic at times. People don't check their email regularly because they get so many throughout the day. With Alanna, you can utilize conversational AI to collect and disseminate information quickly. This will reduce the number of emails your team receives and ensure information is collected and processed quickly and efficiently.

Stop Hunting Down Paperwork

Does it seem like you constantly have to follow-up with clients to collect information? And then when you receive it, sometimes pages can be missing and delay the closing process. You can end your paperwork hunt when you upgrade to Alanna's title technology. Virtually all information is processed digitally to improve speed, accuracy, and efficiency.

Digital Signatures Make For A Smooth Closing Process

When you work with Alanna, clients can provide information with their digital signature to make for a smooth closing process. Alanna's online forms are easy to read and use, and the best part is they can be completed from anywhere. So if your clients only have time late at night when they are laying in bed, they can simply open the link you provide them on their phone and complete the forms directly. The more convenient the process is for clients, the easier the work will be for your title company employees.



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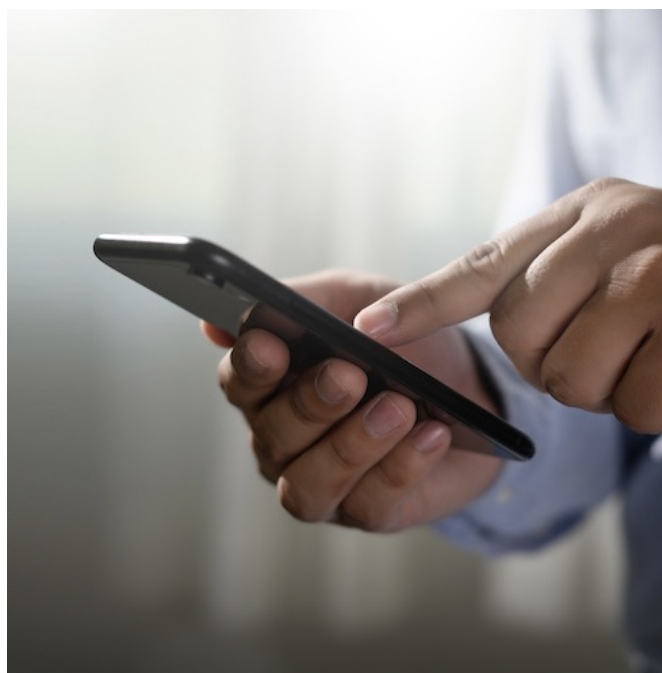
Proactive, Automated Transaction Outreach Reduces Workload

How do you define effective communication? Many people think face-to-face is the best way to communicate, but the reality is this doesn't happen often in the title industry. Phone calls and emails usually don't get the job done efficiently either since immediate answers rarely occur.

The emergence of conversational AI has turned heads in the title industry in recent years. Not only does it streamline communication, but it also allows title companies to be proactive and automated in their outreach, which saves time and reduces workloads. Let us explain.

How Do You Reach Out To Clients?

When evaluating the processes within your title company, it's important to consider how you reach out to clients. Most companies do this via phone or email. But have you considered texting clients? This is one of the most preferred forms of communication nowadays and it gives you a better chance of receiving responses quickly. With Alanna, not only can you easily text clients, but you can schedule automated reminders to be sent, if needed. And with Alanna's conversational AI abilities, clients can ask virtually any questions about their closing and receive the answers they need.



The Problem With Delays In Communication

When you aren't proactive with your outreach to clients, delays can occur. Sometimes clients can't be available until after business hours, which can be very inconvenient. And if you don't get an answer until the next business day, the closing schedule becomes much tighter. Think about how much more efficient your employees could be if they received the information they need from clients on the same day. They could then focus on other tasks, prevent further delays, and make the entire closing process smoother.



Round-the-Clock Availability Can Keep Closing Day On Schedule

No title company can have employees on call 24/7 to handle client communications. But when you have the right title tech tools in place, you can appear to be available around the clock. Alanna never sleeps and is ready to answer any client questions when they arise. Sometimes clients think about questions in the middle of the night, but have to wait until the next day to call you and get the answer. Having Alanna available 24/7 allows clients to get the answers to their questions anytime so they have all the information they need to complete documents.



Ensure your team workload is as balanced as possible with Alanna.

Employee burnout is real, so don't let your employees get to that point. Alanna is like hiring a new employee but without the added stress of having to train them. When everyone in your organization works more efficiently, stress is reduced and the vibe is more positive. Learn more about how Alanna is the missing piece of the puzzle to help your title company end the end-of-the-month stress by clicking the button below.

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