

alanna.ai

CLIENTS DESERVE A SIMPLE AND EFFICIENT CLOSING PROCESS



INTRODUCTION

This eBook explains how Alanna can keep the closing process seamless with abilities that are easy and effective.

Clients have a lot of different stressors to deal with throughout a real estate transaction. The last thing they need is to jump through hoops to achieve their final goal: the closing process. Your role as a title company is to make things as simple as possible for clients, real estate agents, and even lenders. But sometimes it's not that easy when you have stacks of paper and mounds of work to get done.

That is unless you have Alanna on your team. Alanna can reduce those stacks of paper, take over tedious work, and allow your staff to deliver an amazing client experience. It all comes down to technology and utilizing it the way your clients want you to. Interested in learning more? Read about Alanna's capabilities.



Chapter 1

IS YOUR TITLE TECHNOLOGY MEETING CLIENT'S NEEDS?

No matter the industry, consumers want to work with technologically-savvy companies. On the same hand, title companies have a reputation for doing things the same way they always have for many years. The adage, "If it's not broke, don't fix it," still stands. But you also need to give your title technology a close look and see if there are any gaps.

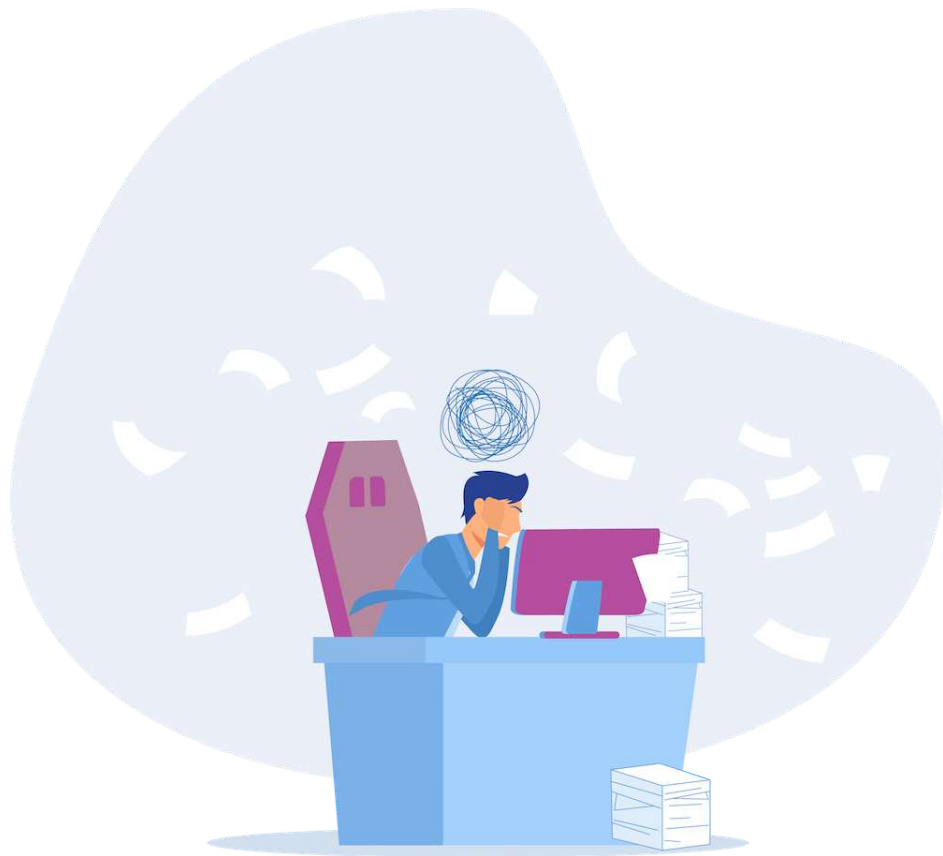
While upgrading title technology can be an initial upfront investment, the long-term benefits can be very profitable. Clients can form your reputation, good or bad. You have a better chance of having a positive reputation if your title technology is at least on par with the industry. Here are some things to consider when it comes to client expectations.

Clients Want Information On Demand

We live in a world where information is readily available at our fingertips. So when clients are going through a real estate closing, they expect the same. This isn't always possible with phone calls and emails because your staff is busy, sometimes swamped with work. However, upgrading your title technology to incorporate conversational AI can be the best of both worlds. Clients can get the information they need instantly, while the staff doesn't have to be the ones to provide the answers.

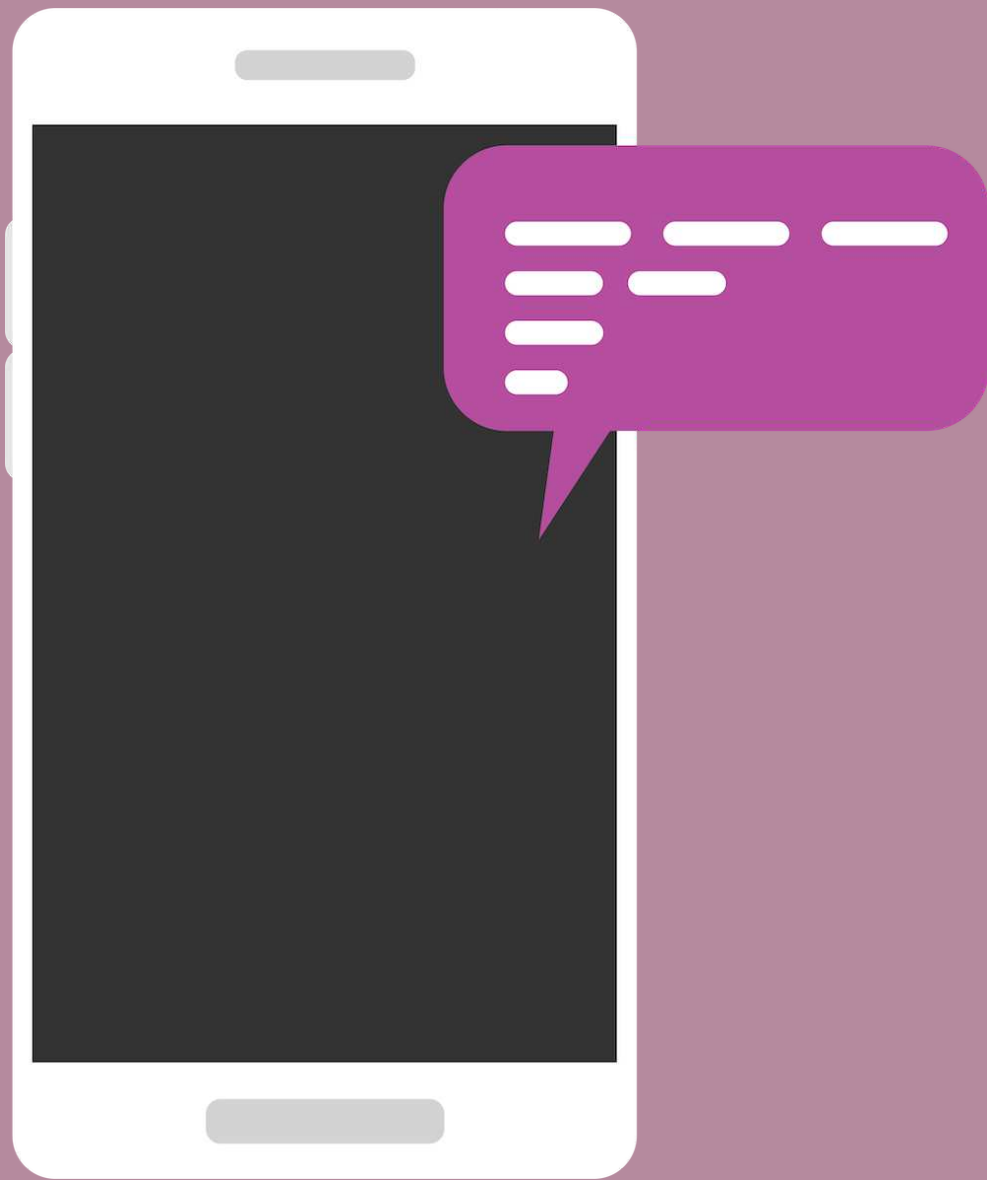
Paperwork Is A Thing Of The Past

Not much is attractive about having a stack of papers to fill out nowadays. Especially when people are so used to filling out online forms. This is an integral component of upgrading your title technology. Imagine if you could text a link to your clients that they can use to fill in their information. And when they submit it, the information will automatically be input into your title production system. All your team has to do is scan the file for any errors and move on to the next step.



Eliminate Phone Calls And Emailing For A Better Client Experience

Answering phone calls can be one of the most time-consuming tasks title company employees do. It's not always possible to provide answers immediately, which can potentially harm your reputation with your clients. With conversational AI, clients can text their questions and get answers right away. It's an easier way for clients to get answers since it's usually quicker to send a text than it is to step out and make a phone call or send an email.



Chapter 2

SIMPLE AND COMPLEX CLIENT INTERACTIONS MADE EASY

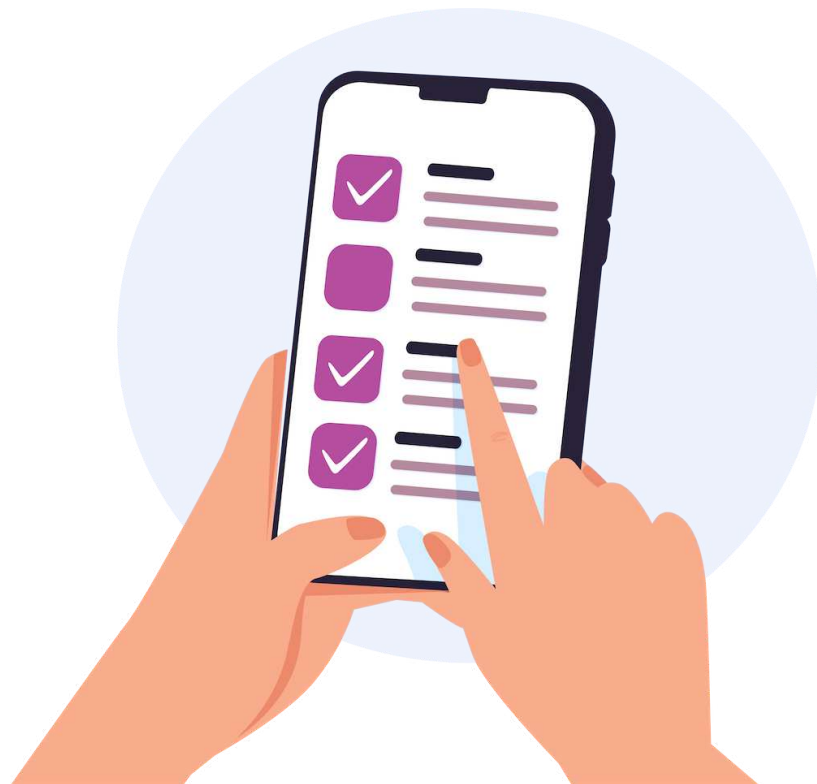
Sometimes people have a negative perception when it comes to conversational AI. However, their negative experiences are usually from chatbots that don't provide much help. Alanna is much different and she takes her skills to the next level. Not only can she answer basic questions your clients have, but she can also answer some complex ones. The benefits are wide-reaching and here is what you can expect.

Real-Time Cost Estimates When Clients Need Them

One of the most common questions clients have revolves around closing cost estimates. It's an important question that can change frequently throughout the process, so it's a valid one to ask. With Alanna, clients won't have to call or email you to get an answer. Alanna is like an assistant who clients can text to receive much of the information needed in a closing. And since Alanna is tied to your title production system, every answer will include real-time information.

Easily Input Information Into Your Title Production System With Digital Forms

Clients might have questions about what information they need to provide in the forms you provide. First off, when you implement Alanna's title tech tools, the forms will be digital. And when clients are unsure about a particular section, they can simply text Alanna to get the answer. This is better than the normal way of doing things, which requires waiting until the next business day to call your office, which can ultimately delay the closing. And even better, it frees up your staff to work on other tasks since they don't have to spend time shuffling through papers to answer questions.



Alanna Is Ready to Talk 24/7

Whether it's a simple question about cost estimates or a more specific file-based question, Alanna is ready to answer 24/7 with her conversational AI abilities. Depending on how the conversation is going, she might even ask some follow-up questions to seek clarification or to provide further information about the transaction. This level of thoroughness is impressive in the eyes of clients. And it's particularly convenient that clients can text Alanna at any time, even when they think about a question in the middle of the night!



Chapter 3

BOOST CLIENT SATISFACTION WITH A PERSONALIZED EXPERIENCE

Consumers seek personalized experiences with almost anyone they do business with nowadays. If clients feel like they are just another number in your business, they won't have a very good impression of your company. But how can you invest in the right resources to ensure every client gets treated as if they are your only client? The answer is with Alanna. Here's how she can personalize every closing to boost client satisfaction.

Nothing Feels More Personal Than 24/7 Availability

When clients are in the middle of a real estate transaction, their questions often come after business hours. With work and other responsibilities throughout the day, it can be hard to break away to call for answers. One of the top features of Alanna is her conversational AI skills. Clients can text any time they want, and with her 24/7 availability, they can expect an answer promptly. Very rarely will she not be able to answer a question since Alanna is tied into your title production system. What's more personal to a client than having their questions answered essentially on demand?

Connect With Clients Throughout The Closing Process

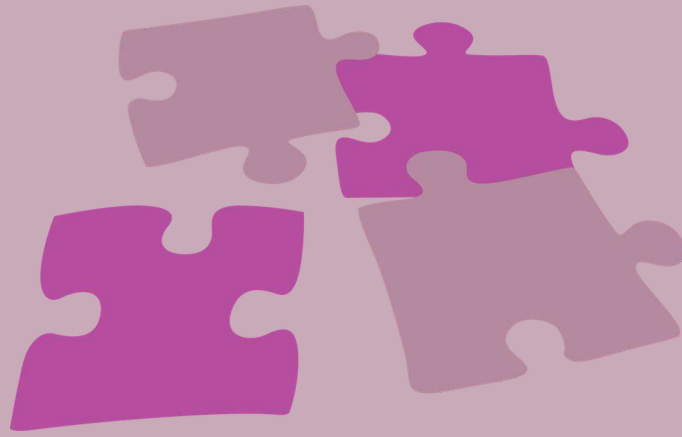
Alanna is also like the assistant you've always wanted to hire at your title company. But instead of sending emails and making phone calls to remind clients about important dates, she can send simple text messages. The goal is to make the closing process as easy as possible for clients, and Alanna makes unique connections with them to ensure everything goes smoothly. Simple touch points can keep clients on schedule so your team can work more efficiently to create a stress-free closing day.





Alanna Does More Than Simply Answer Questions

Alanna's conversational AI abilities are highlighted when she can answer client questions almost instantaneously. But that's only the tip of the iceberg when it comes to the benefits she offers. Think about the mindset of your clients when every obstacle they face can be alleviated by Alanna. They don't have to wait on hold or hope for a timely response via email. Instead, they will feel like their time is respected and their file is prioritized rather than just being another name in a big stack of files. This is the difference a lot of title companies try to achieve, and you can make it a reality with Alanna.



STRIVE FOR SIMPLICITY TO IMPROVE THE CLIENT EXPERIENCE

No one wants to jump through hoops to get to their closing day. If your clients are doing so, then chances are your staff is stressed out as well. Alanna's primary role is to make the process more streamlined from start to finish. The result is a stress-free experience for everyone involved. Learn more about Alanna's capabilities and how she can boost your title company's reputation for delivering an amazing client experience by clicking the button below.

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