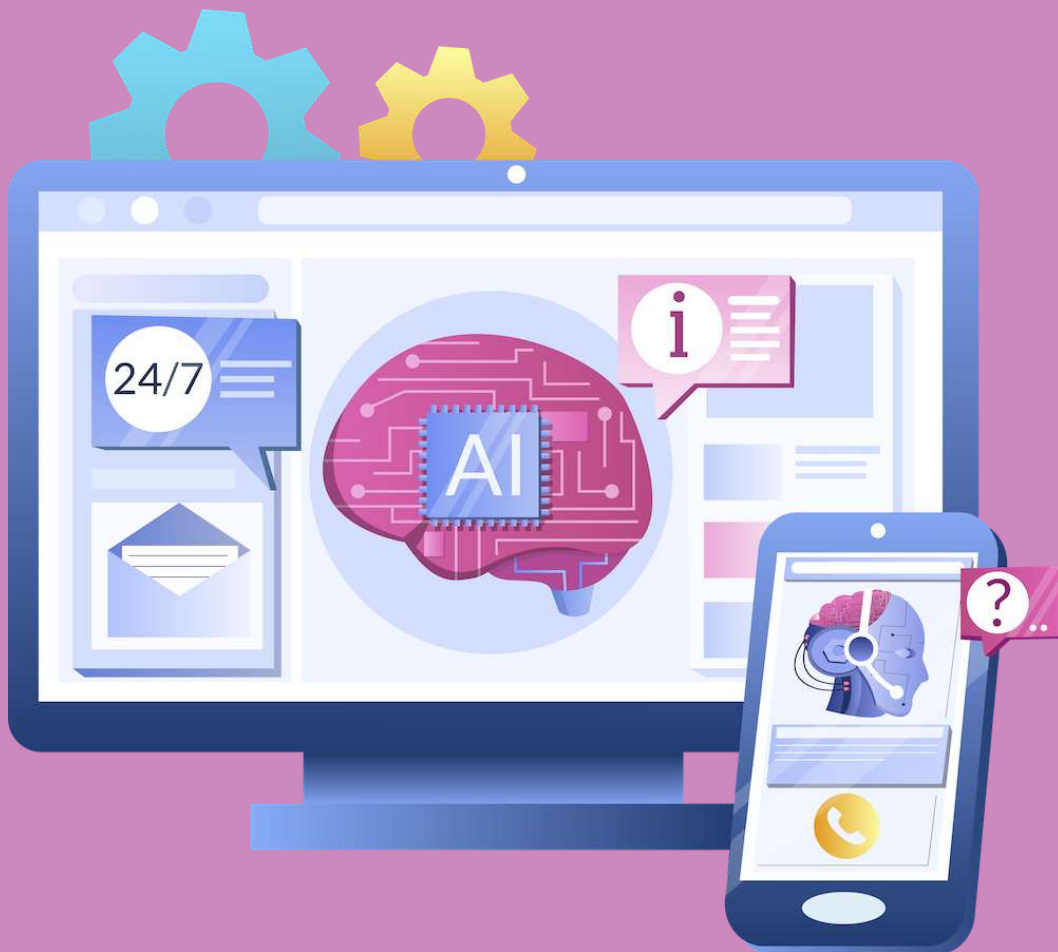# alanna.ai

EXCEPTIONAL CLIENT SUPPORT STARTS WITH EMBRACING AUTOMATION

INTRODUCTION

This eBook explains how Alanna helps automate your title company processes to improve support for your clients and reduce workload for your staff.

Every title company wants to provide the best level of support they can for their clients. Sometimes your staff works overtime to make this happen, which can lead to internal issues like employee burnout. The good news is there's a way to balance these components without breaking your budget to hire new assistants. Embracing a digital transformation can work wonders for your title company and it's not as painful as you may think.

Alanna is a welcome addition to any title company. She helps ease the challenges of making a digital transformation by quickly demonstrating how she can provide exceptional client support. And while she's doing it, your team can focus on other important tasks they otherwise couldn't commit as much time to. Every title company can take advantage of Alanna—the automated solution for better client support!

Chapter 1

STOP PLAYING PHONE TAG AND AUTOMATE SENDING AND RECEIVING INFO SHEETS

Any time the word automation is thrown around, people naturally get a little skeptical. This goes for both the average person as well as title company employees. No one wants their job to get replaced by a robot, and clients usually prefer interacting with a human instead of a computer. The good news is Alanna provides the best of both worlds. Here are some of the many ways Alanna provides exceptional customer service from the beginning of your business relationship through closing day.

Not Your Everyday Web Chat Service

People often have a negative perception of web chat services. They think its limited functionality will only lead to frustrations and delays in ultimately getting to speak to a human representative. While this may be true with most web chat services, Alanna is not your everyday service. Her conversational AI abilities are superior to the competition, if you can even call them competition. Whether a client has a general question or a specific file-based question, Alanna can provide the answer. And Alanna answers follow-up questions too!

What Do Clients Want From You As A Title Company?

Think about what would make the lives of your clients easier. Chances are upgrading your title tech tools will provide solutions. Most of the time, clients simply want to be kept informed about what is going on with their files without being bombarded with phone calls and emails. A simple text message every other day can be powerful, and Alanna's conversational AI abilities can make it a reality. And the best part is you won't have to add a burden to your staff's shoulders for it to happen.

Help Lenders And Real Estate Agents Do Their Jobs Efficiently

Lenders and real estate agents should be included with clients when it comes to providing superior customer service. They have a lot of different things going on and rely on title companies to provide them with information promptly. You can set your title company apart by having answers readily available, and being proactive with your communications. When you play a role in helping lenders and real estate agents do their jobs efficiently, you increase your chances of earning more business in the future.

Chapter 2

Proactive Text and Email Updates Keep Clients in the Loop

Keeping clients informed of what's going on with their real estate transactions is something most title companies can improve on. When you aren't proactive with communicating, then chances are you'll receive numerous emails and phone calls from clients checking on the status. The good news is with conversational AI, you can be more proactive without placing an extra burden on your staff. Here's how it works.

Keep Closing Day At The Top Of Your Client's Mind

Your clients have other daily responsibilities to handle, so you shouldn't expect their closing day to be at the top of their minds. With the right title tech tools, though, it can be. Send them a text message reminding them to complete their documents by a certain day. Or just let them know that you've received certain documents and are moving forward to the next step. If they have a question about anything, they can get the answer with conversational AI.

Texting Is A Powerful Form Of Communication

Most clients prefer texting over any other form of communication. Phone calls require them to step outside of the office, which isn't always easy. Emails can easily get buried with the dozens of other emails they receive, but they are still more effective than phone calls most of the time. A text message can be quickly read and responded to, if necessary. It's a powerful form of communication that title companies should utilize more to keep their clients informed.

Think About What Clients Can Respond To Quickly

You should always put yourself in your client's situation every time you reach out to them. If they can provide a quick response via text, they are more likely to do so compared to answering the phone immediately when you call. And also think about your staff. You would need to hire another assistant to write emails throughout the day compared to using title tech tools to send a text message. With conversational AI, the texting conversation can continue without needing human intervention from your team. If you've ever been thinking about how your team can work smarter instead of harder, conversational AI is the answer.

Chapter 3

STOP PLAYING PHONE TAG AND AUTOMATE SENDING AND RECEIVING INFO SHEETS

Document collection can be one of the most time-consuming and frustrating jobs a title company employee has to do. Not only is shuffling through paperwork painful at times, but ensuring clients return documents promptly is something that's out of your control. Put an end to the numerous phone calls to remind clients about documents and info sheets by incorporating conversational AI into your process. By automating this process, you'll increase the likelihood of receiving documents timely and decrease the burden on your staff. Talk about a win-win!

Clients Are More Responsive To Text Messages

Phone calls can simply get disregarded and forgotten unless a client is readily available to answer them. But when you send a text message, they are more likely to respond quickly. Your text message can contain a simple reminder about the info sheets your client needs to return to you by a certain time. Or it could just provide them with an update on the status of their file. Regardless of the reason for reaching out, you're more likely to move your client's file forward by texting instead of playing phone tag.

# Conversational AI Can Handle Virtually Any Question

It can sometimes seem like you need to hire an assistant to handle all of the questions clients have daily. But with Alanna's conversational AI skills, every question can be answered without placing a burden on your staff. From general questions to specific file-based questions, Alanna can answer them all. And many times she will provide more information than what your client asked for to cover all bases. This allows you to knock out any questions quickly so clients can proceed with filling out their info sheets.

Keep Closing Day On Schedule With Online Forms

One of the best parts about upgrading your title tech tools is making a digital transformation. Instead of sending and receiving stacks of paper, replace them with digital files. With Alanna, you can send clients a link to fill out info sheets, which are then uploaded directly into your title production system once submitted. All your staff will need to do is confirm the information was filled out correctly before moving to the next step. The closing process becomes much more predictable when you don't have to worry about spending hours each day inputting client information manually.
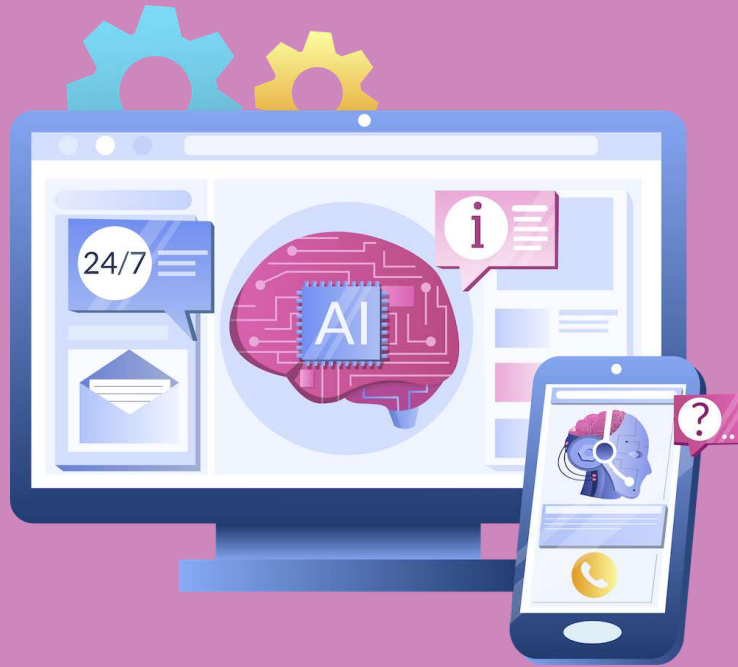
PROVIDE BETTER HUMAN AND AUTOMATED SUPPORT

When clients first interact with Alanna, they will immediately see how she's different from every other automation tool they've used. Their questions will be answered quickly, accurately, and thoroughly, which is all clients can ask for. This also allows your staff to go above and beyond to create a seamless closing experience. If this is a win-win situation you can get behind, then click the button below to see how Alanna can be integrated into your title company!

GET MORE INFO

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