

# Explore Alanna's Messaging Abilities

This eBook explains how Alanna enhances communications with clients to create a smoother closing day.



# Introduction

Streamlining communications is one of the major challenges faced by title companies, yet many fail to recognize it as a problem. Inefficient communication with clients, real estate agents, and lenders can significantly slow down the closing process and hamper staff productivity. So, what's the solution other than spending the entire day on the phone with clients?

Alanna's messaging abilities, which are becoming more effective by the day, can virtually eliminate the need for phone calls and emails. Conversational AI is Alanna's secret weapon, and she can answer almost any question a client would have about their real estate transaction. Plus, she can help keep clients on track, so your employees don't have to. Sounds impressive? Wait until you see Alanna's skills in action!

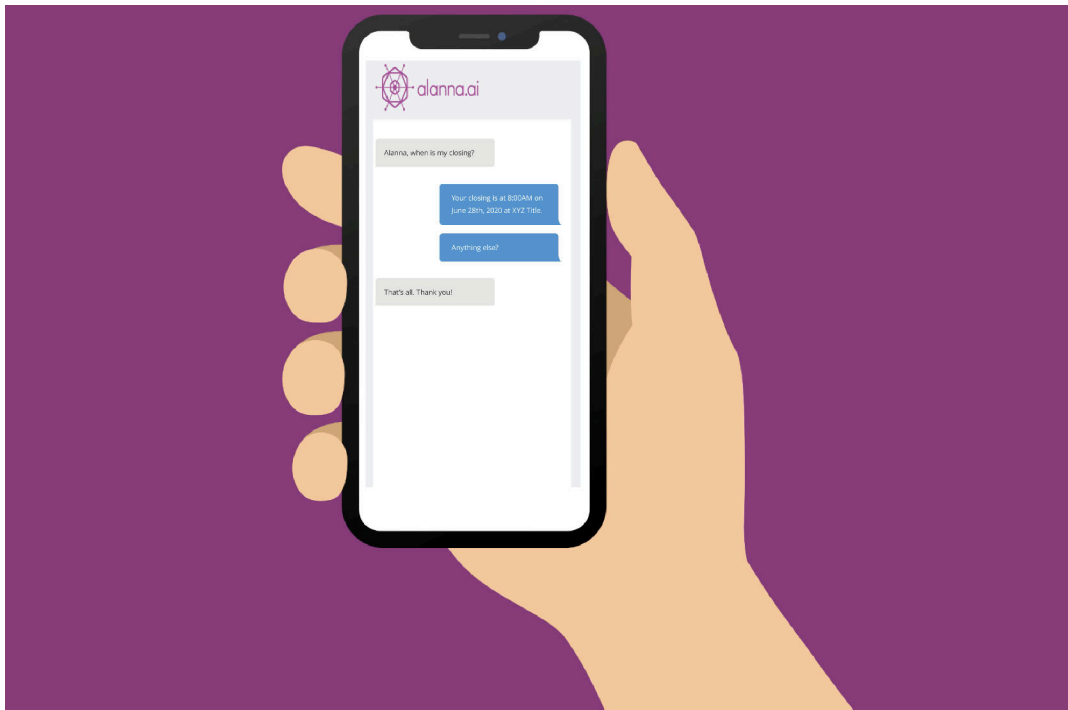


# 1

## Alanna is More Than a Typical Chatbot...She's Conversational!

If you've ever chatted with a chatbot on a website, you know how frustrating it can be to go in circles to find your answer. Most of the time it ends up going back to talking to a human anyway after wasting time. Typical chatbots don't have a very positive reputation, but Alanna's conversational AI abilities are much more than typical. She can hold conversations with clients, real estate agents, and lenders to answer virtually any question they have and provide more information than they need.

# What Makes Alanna's Conversational AI Stand Out?



Text messaging has emerged as one of the most preferred communication methods today, and Alanna excels at engaging clients through text conversations that closely resemble human interactions. Since Alanna is tied to your title company's title production system, you can feel confident knowing she is providing accurate and up-to-date information at all times.

The key factor in Alanna's conversational AI abilities is the use of Natural Language Processing (NLP). Typical chatbots provide scripted responses and only have a limited number of responses to send. With Alanna, answers are based on what questions the client has instead of being based on a script. And if a client would prefer talking to a human, they can ask Alanna to transfer the conversation and it can be done immediately.

# Consistent Communication Is Key for Title Companies

To ensure a smooth closing process, it's crucial to maintain consistent client interactions. Using a blend of emails, phone calls, and text messages can be an effective strategy to keep the process moving forward. Streamlining your communications with Alanna can promote consistent interactions and make closing days much smoother.

## Better Communication Equals More Satisfied Clients and Employees

No one likes ineffective communication. In fact, unsatisfied clients often complain the most about the lack of communication or gaps in a title company's communication process. Upgrading your title tech tools to solve any communication issues is essential today. Clients want information to be immediately available to them and Alanna can provide it. This creates more satisfied clients as well as employees. When your employees know Alanna can take care of many varieties of client communications, they can work on more complex tasks to provide the best service possible.



# 2

## Automated Outbound Closing Updates Keep Everyone in the Know

When working with clients on a real estate transaction, you must strike a balance with the communications you send. If you don't communicate enough, they could get frustrated by not feeling they are being kept in the loop. But if you send too many communications, they could get annoyed. Alanna can help you strike this balance and make every closing a breeze. With customized automated closing updates, everyone can be informed as much as they want to be.

# Allow Clients to Choose What Reminders They Receive

When you show your clients the benefits of Alanna, it's like showing them a personal assistant to guide them through the closing process. Every client is unique in what is important to them. Some don't want to know anything unless action is required. Others want to know exactly when every step of the process occurs, even if no action is required on their part. Alanna provides them with the ability to choose which communications they receive throughout the closing process. This makes communications more effective since clients will receive exactly what they ask for.

## What Types of Messages Can Alanna Send?

At the start of the closing process, clients are introduced to Alanna, who will serve as their trusted assistant. Most of the time the first communication involves a link to a Smart Form, which is simply an information sheet to gather the necessary information to be used throughout the closing process. Once that is filled out, clients can customize their communication preferences. Examples of messages clients can choose to receive include Earnest Money Received, Commitment Issued, Closing Date & Time Scheduled, a Closing Appointment Reminder, Docs Recorded & Policy Issued, and more. These customized communications will be more impactful since clients can choose whether they want to see them or not.

# Add More Clients with Post-Closing Communications

Whether a customer is excited about the exceptional closing experience they just received or angry about the hour of traffic they just sat through to get there, that emotion will come through in their customer review. With Alanna, title companies can include post-closing communications into their strategy to encourage clients to write online reviews or take a survey about their experience promptly following their closing. This type of communication allows title companies to understand how well their process works, while also capitalizing on the post-closing high clients experience.





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## Add On-Demand Closing Communication with Instantaneous Text/Chat Replies

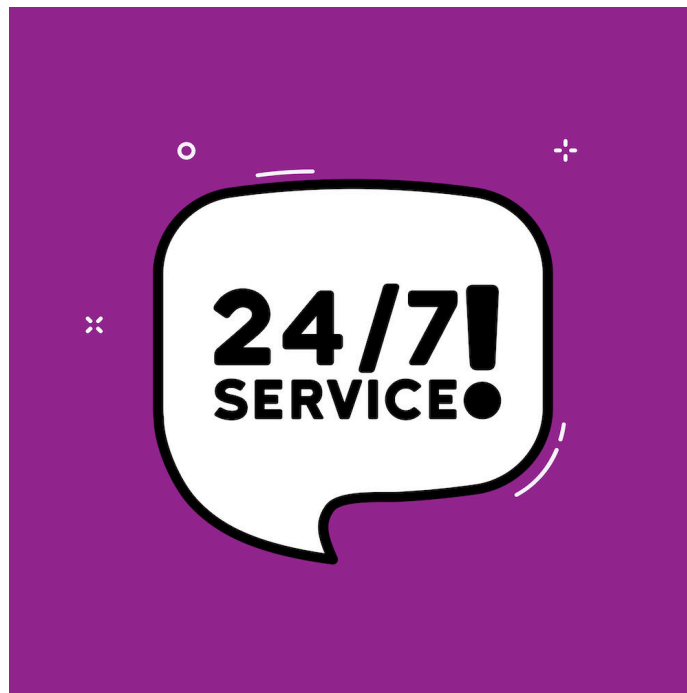
Maintaining strong communication with clients is often easier said than done for title companies. When you have to shuffle through stacks of papers all day, it can be burdensome to send reminder emails and make phone calls. And when you do, it's not always a guarantee that your client will respond in a timely manner. So, what is the solution to this common problem? Alanna's conversational AI is a great place to start.

An issue many title companies have is not having updated title technology, which can hold them back in many ways. When effective communication is so important in the real estate industry, you can't afford to be behind the times. With Alanna, you can provide on-demand answers to clients to keep the process moving forward.

# Get Quicker Responses Via Text Message

When you make a phone call to a client during business hours, they have to disrupt their day to answer it or call you back. This often leads to one of businesses' most frustrating games- phone tag. Eliminate communication lags with Alanna's conversational AI. You can send clients quick reminders via text message and have a better chance of receiving a quick response. Most people can look at their phones and send a quick message during the day, which can go a long way in speeding up the closing process.

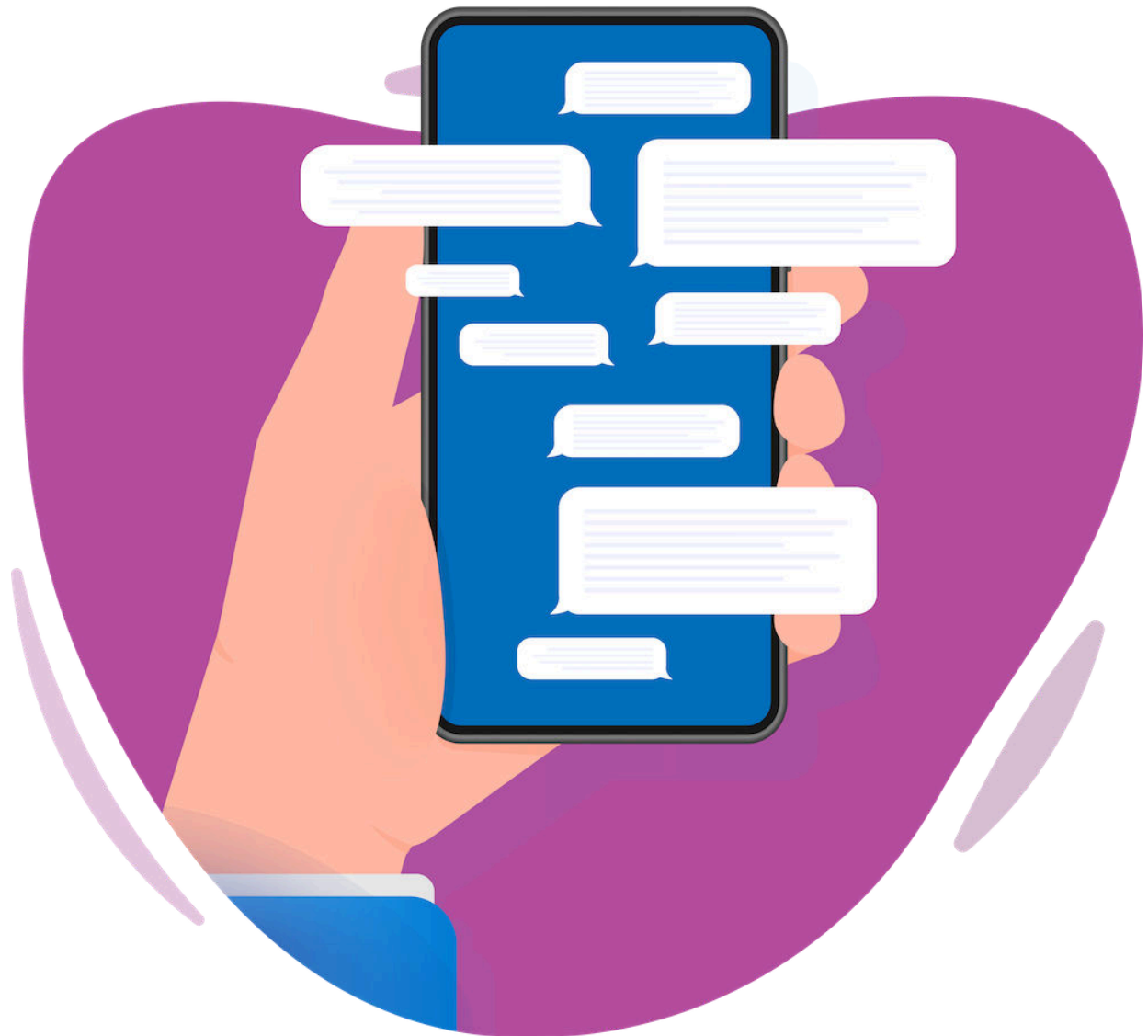
## Clients Can Enjoy 24/7 Assistance



You will have clients who work the same business hours as your title company, and therefore struggle to contact your office in a timely manner. The good news is Alanna has extended office hours. Clients can text questions 24/7, and Alanna responds instantaneously. Clients can receive the information and clarification at the exact moment they need it, which makes for an excellent client experience.

# Alanna Can Have Conversations with Clients

Alanna's conversational AI abilities make her unique from chatbots that struggle to understand basic meaning. Since she is tied to your title production system, clients can ask both general and specific questions and will receive the same answers they would if they talked to a human. She understands clients' intent and doesn't rely on specific scripts to have a conversation. There are only very few situations where Alanna will suggest waiting until business hours to speak to a staff member to handle an inquiry.



# alanna.ai

## Turn Communications into a Strength with Alanna

One of the weaknesses of every title company is its communication protocols. Alanna can turn those weaknesses into strengths, which is beneficial for everyone involved. Your staff can work more efficiently on high-priority tasks, while clients stay on track to keep closing day on schedule. Alanna is the win-win situation you've been looking for, so click the button below to learn more about her messaging abilities.

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