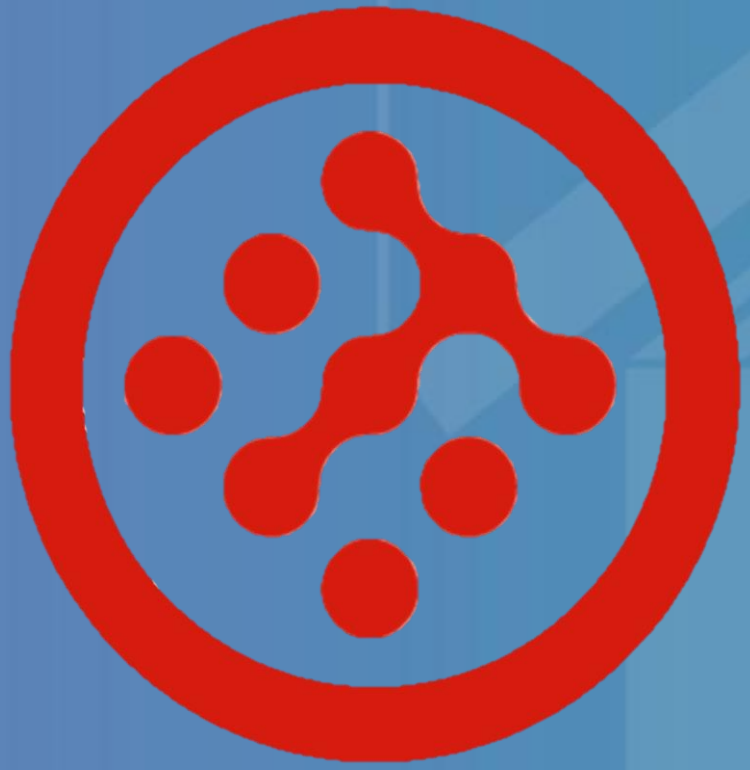

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Meeting all your CRM needs under one roof.

QUALIA

RESWARE

SALES

PROCESSES

REPORTING

MARKETING

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TITLE 360 provides complete 360-degree views into relationship profiles, notes, and history of your client and referral sources for Qualia and Resware users!

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SALES

Instantly access information about your entire sale process. Know where they are in your sales process and take recommended actions to convert them to buyers.

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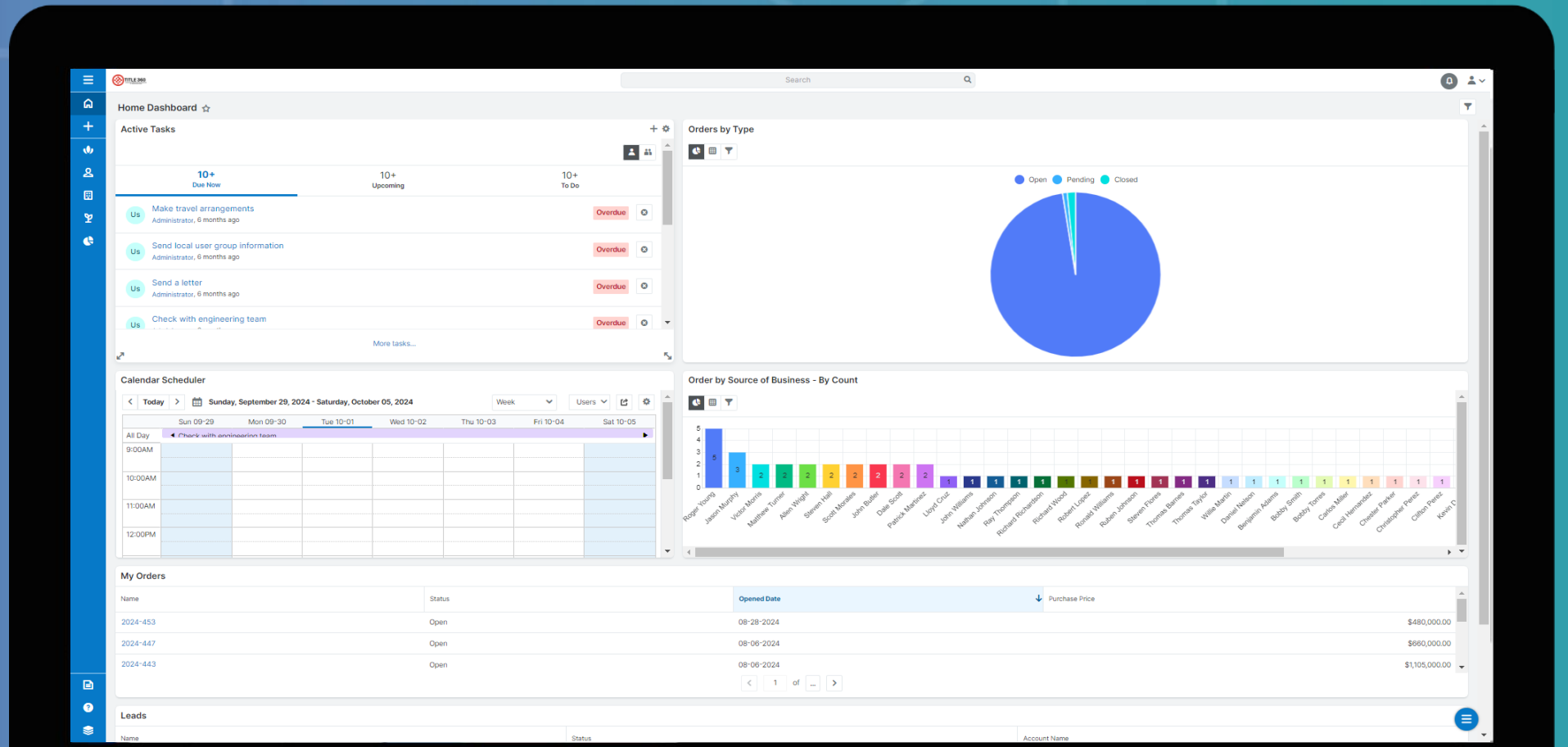
SALES



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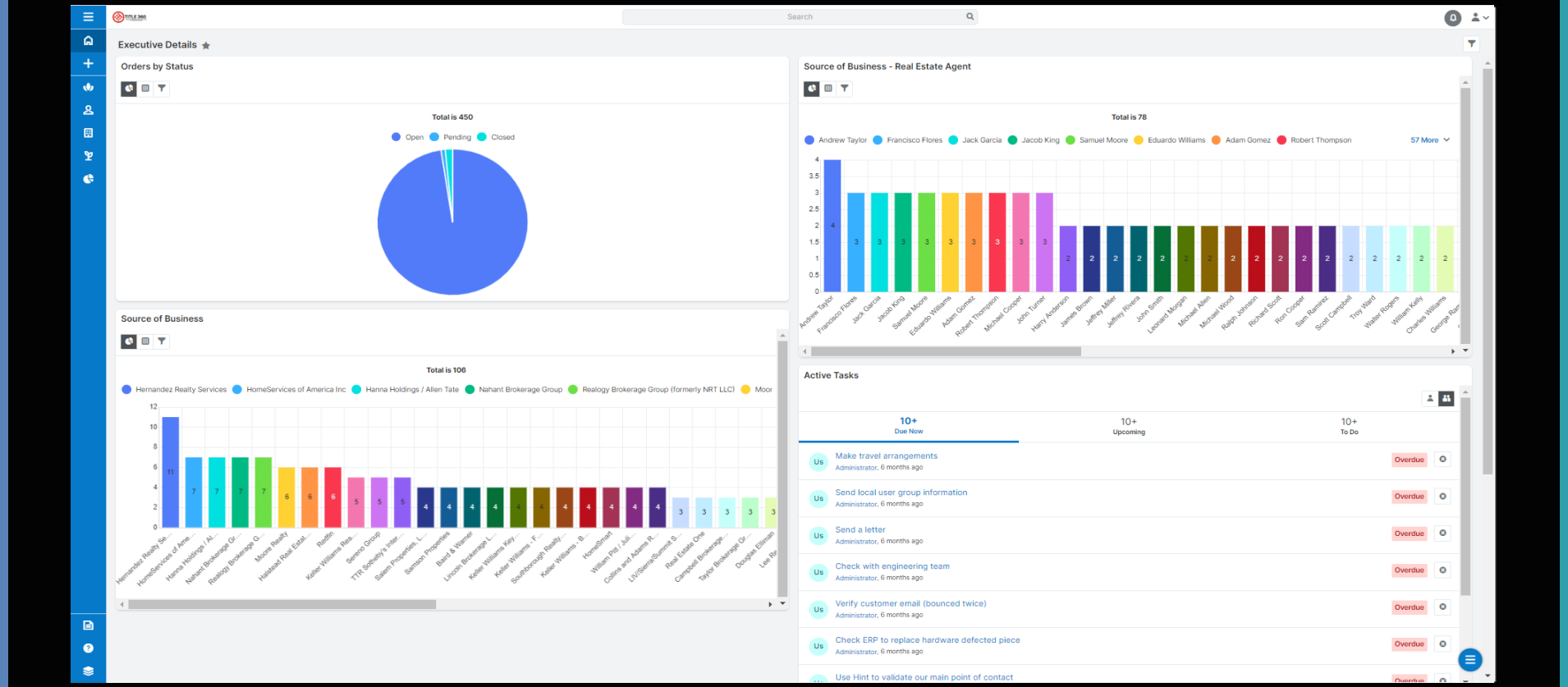

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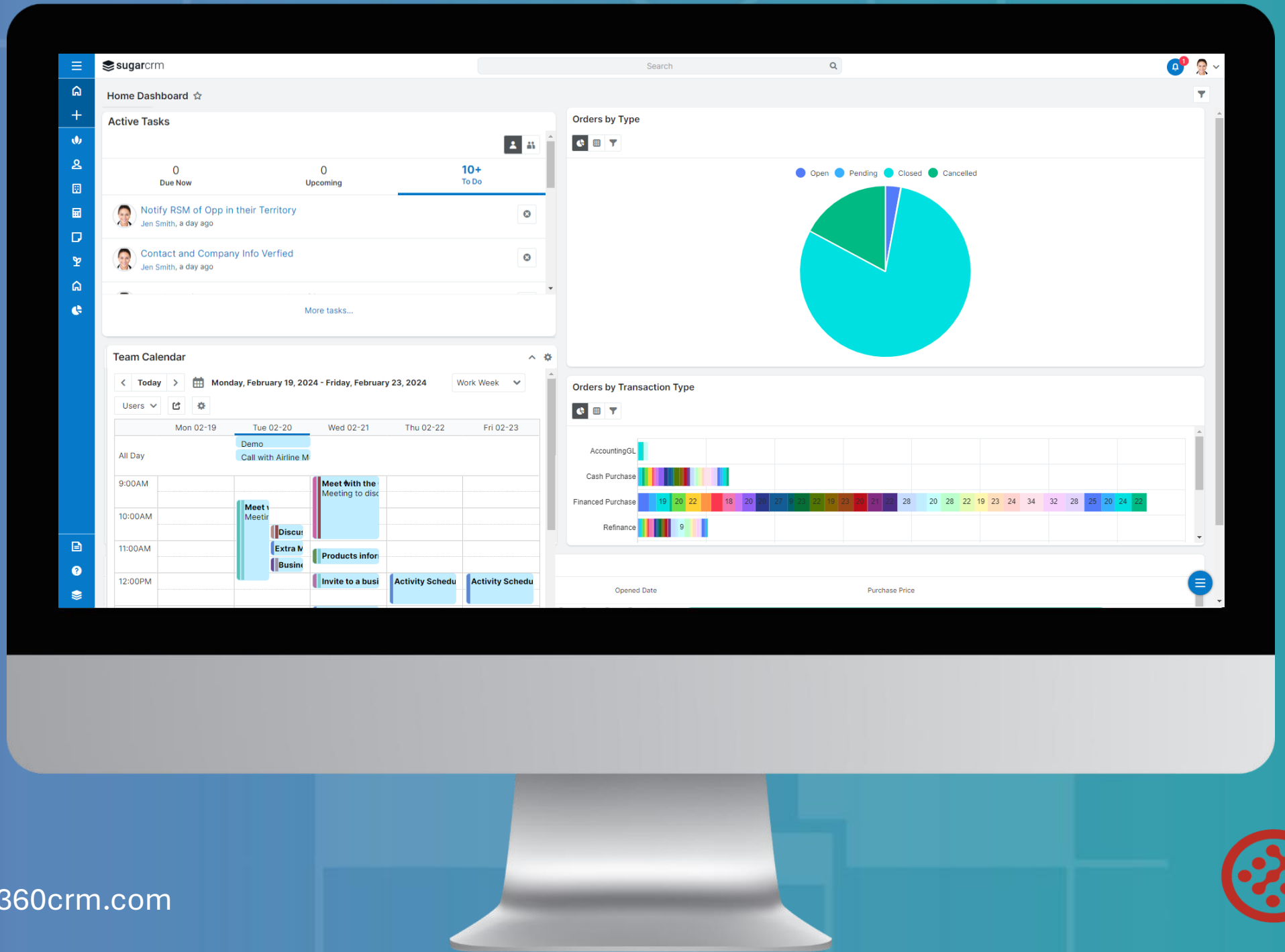

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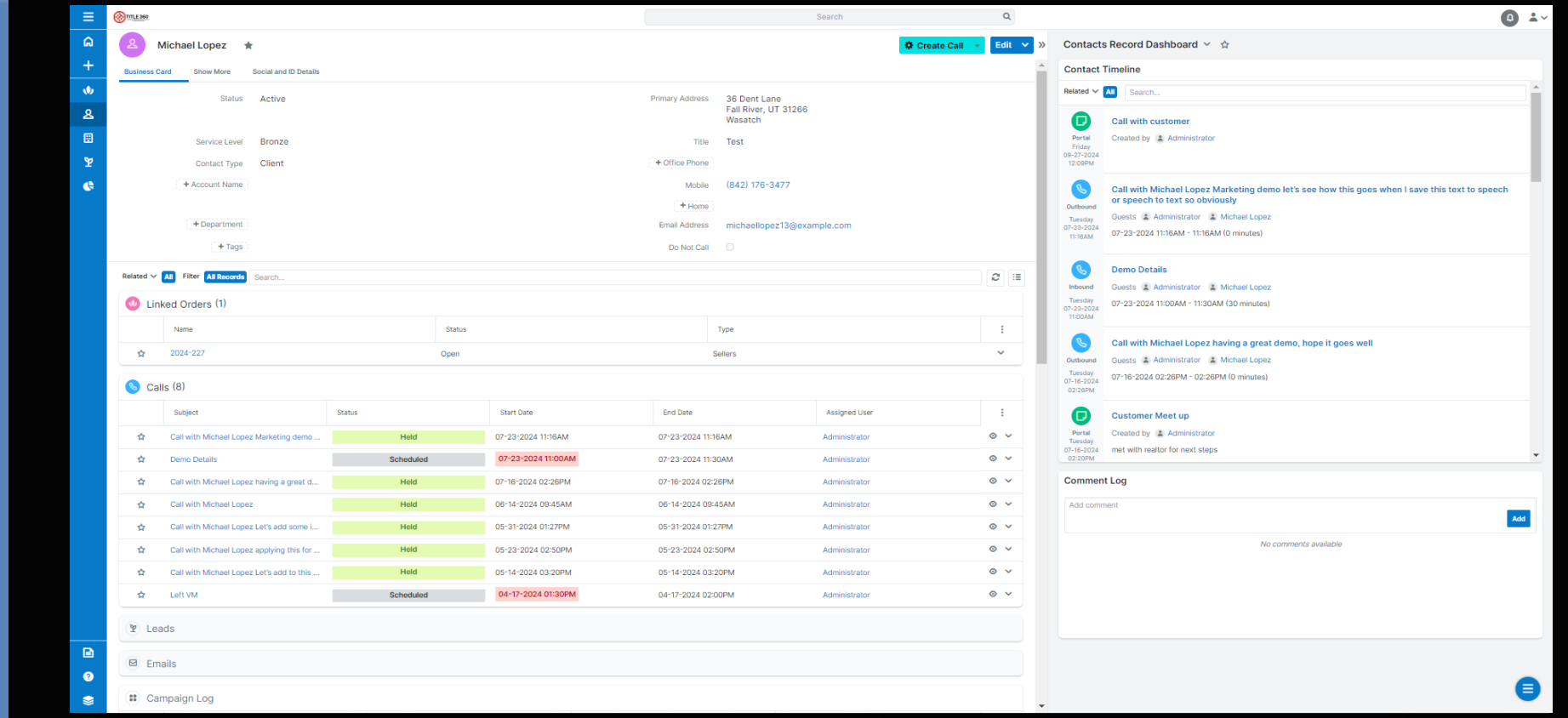

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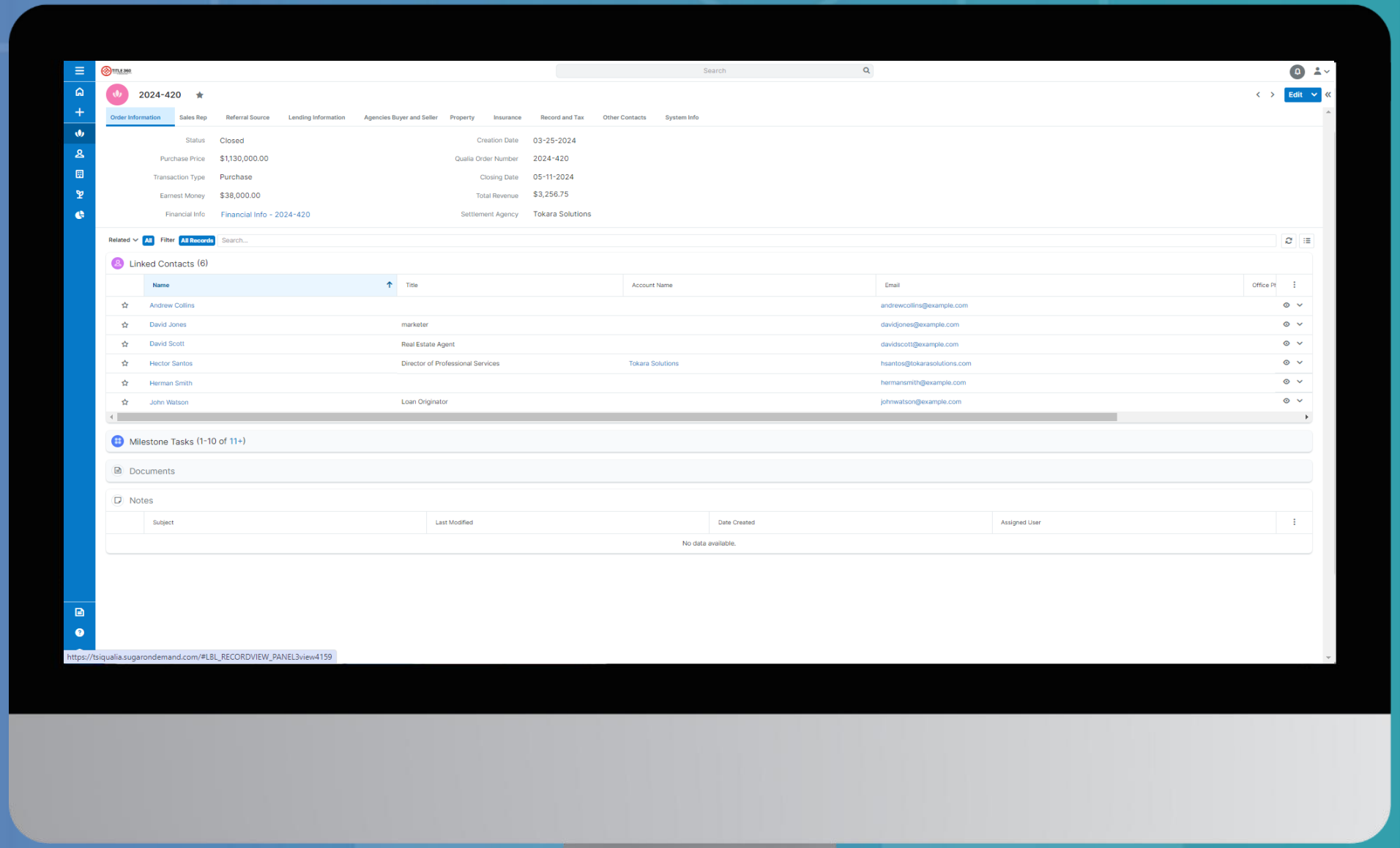

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PROCESSES

Completely automate your workflows with a series of actions that are executed automatically when a predefined condition occurs.

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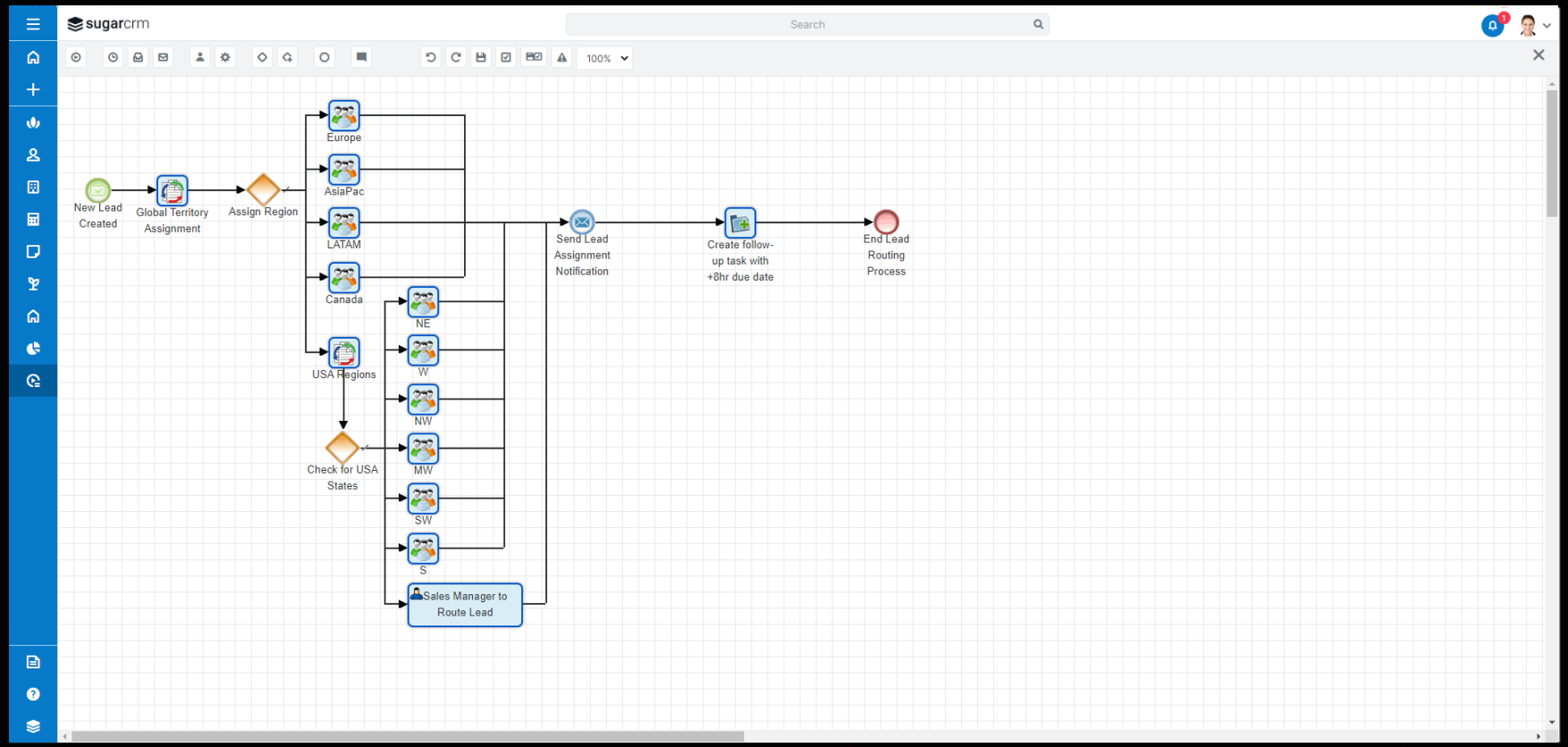
PROCESSES



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REPORTING

The reporting in our Title 360 solution allows you to see the big picture and granular details from Qualia and Resware and CRM in one location.

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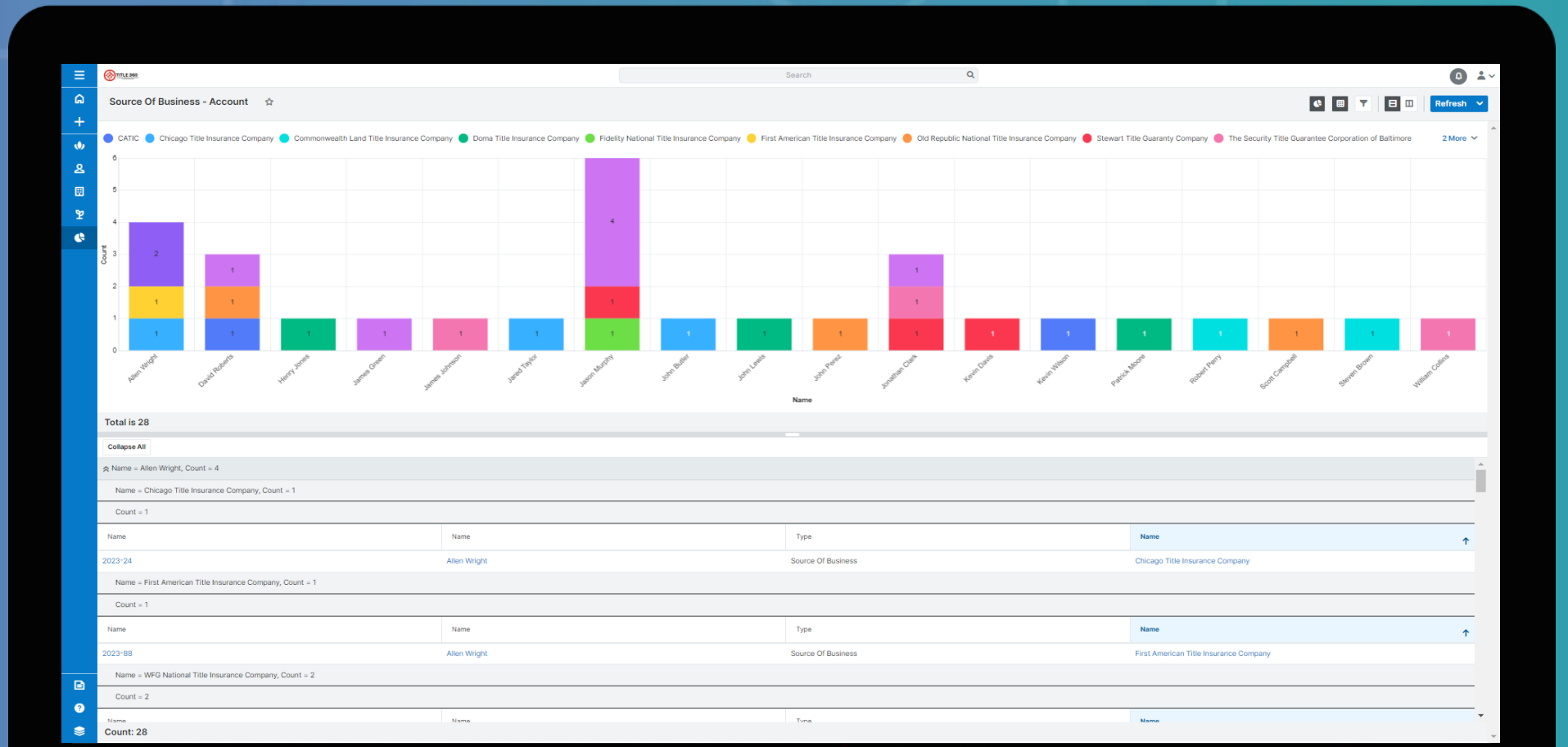
Reporting



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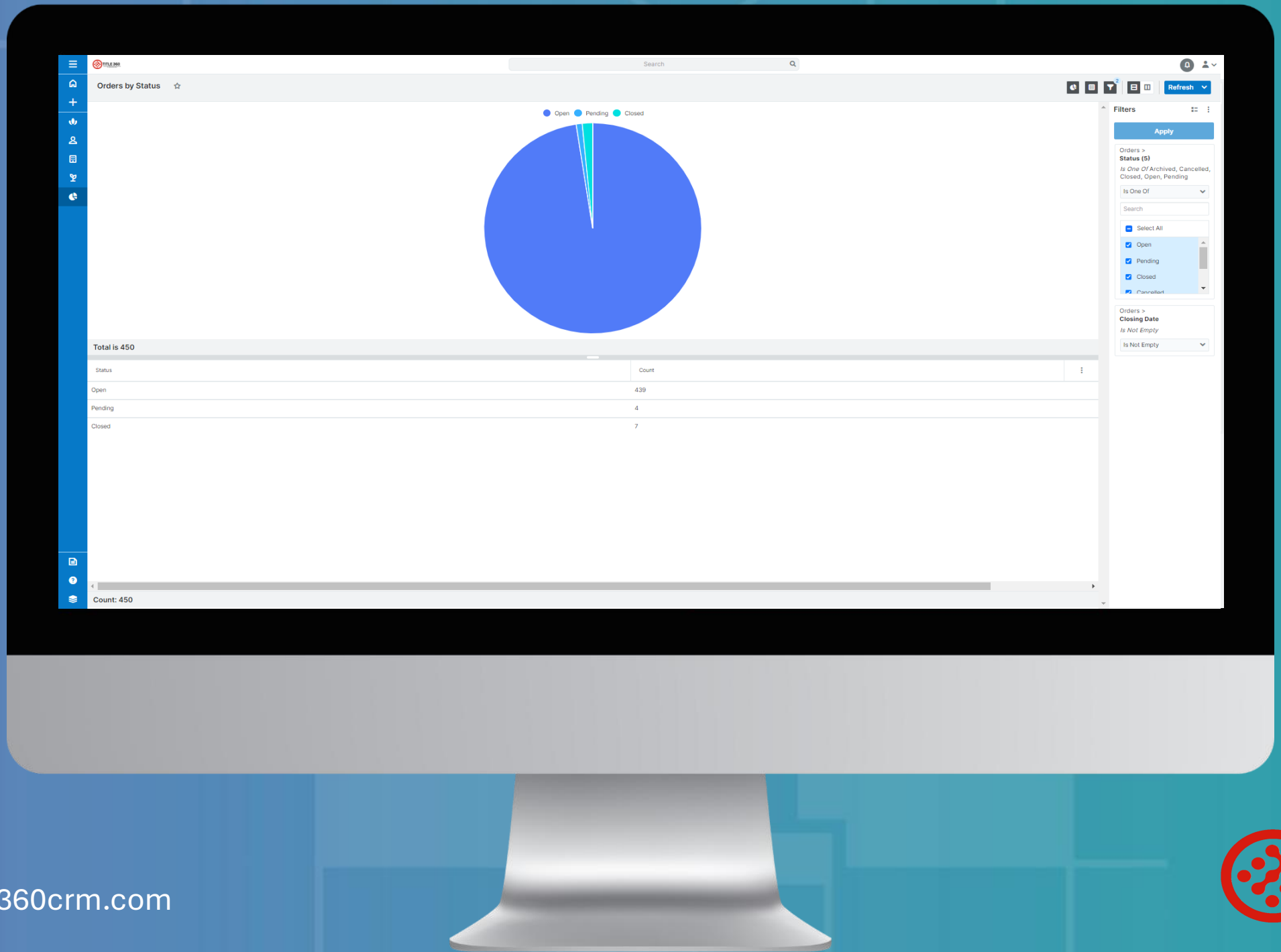

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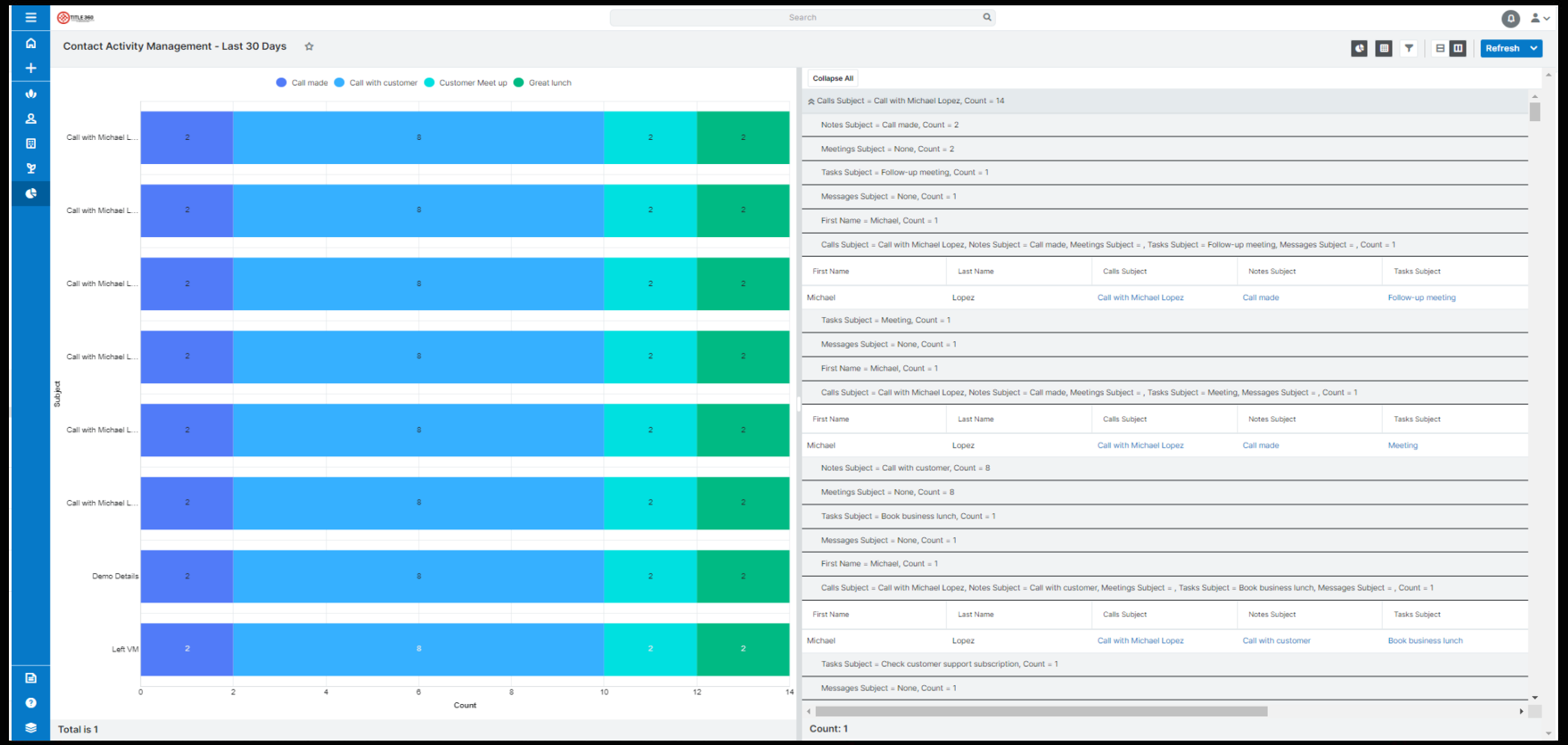

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MARKETING

An integrated marketing tool with Title 360 keeps leads, prospects, and customers constantly informed and engaged. This connectivity ensures your marketing campaigns are more targeted, leading to better conversion rates.

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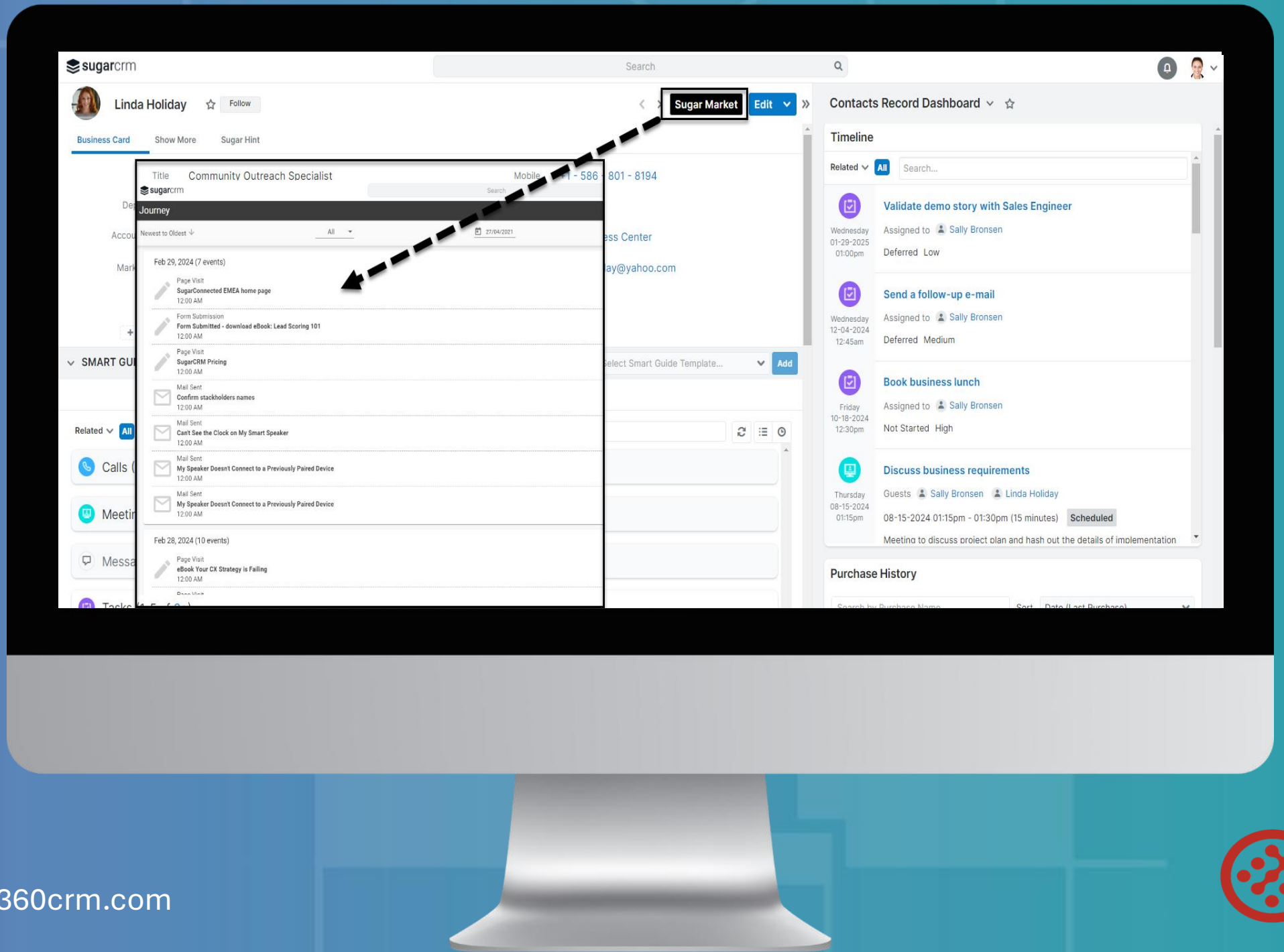

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1

Lead Generation

Gather leads from a tradeshow, event, or lead forms

2

Initial Marketing Outreach

Initiate marketing efforts through email campaigns and follow-ups to generate business

3

Lead Conversion

Once a transaction occurs, convert leads to view all activity with the referral source

4

360-Degree View into Contacts and Transaction Milestones

Achieve 360-degree views into contact transactions, referral sources, and milestones on their transactions within Title 360 CRM

5

Reporting and ROI Analysis

Generate reports and view campaign logs to understand which campaigns are generating the highest ROI

6

Post-Transaction and Relationship Management

Identify which contacts are providing the most sources or have decreased in volume, and market directly to them

Lead Generation
Title 360 helps you efficiently capture leads from multiple sources, including trade shows, marketing events, and lead forms. With all this data centralized in one platform, you can ensure that no lead falls through the cracks and that each opportunity is recorded, categorized, and ready for nurturing.

Initial Marketing Outreach
Once leads are captured, creating marketing campaigns directly within Title 360. Furthermore, utilize automated workflows and outreach tools to nurture these leads, keeping your company top of mind. This streamlined marketing process ensures consistent communication with potential clients, helping turn leads into revenue-generating opportunities.

Lead Conversion
Title 360 allows for an easy conversion from a lead to a contact once a deal is made. This conversion ensures that all activities related to the contact are stored in one place, allowing your team to have a complete overview of all interactions, making future follow-ups and relationship management easier and more efficient.

360-Degree View into Contacts and Transaction Milestones
Title 360 provides a comprehensive view of all your client transactions, referral sources, and key milestones throughout the transaction process. This 360-degree visibility ensures that your team is always informed and equipped with the data needed to enhance customer service, track performance, and improve marketing and sales efficiency.

Reporting and ROI Analysis
With Title 360's built-in reporting tools, you can easily generate reports to evaluate the success of your marketing campaigns. By tracking the performance of each campaign, you can optimize your marketing budget and focus on the initiatives that yield the highest returns. Detailed ROI analysis helps you fine-tune strategies for sustained growth.

Post-Transaction and Relationship Management
Post-transaction relationship management is key to building long-term success. Title 360 makes it easy to track referral sources and identify which partners and clients provide the most sources, or have decreased in volume. With this information, you can tailor your marketing efforts and strengthen relationships with key referral partners, driving more business your way.

“Our Sales reps spend at least 1/3 of their time in email, so connecting them to it from within CRM just makes good business sense. It’s more efficient, they’re more productive, and you get more closed deals.”

VP of Sales

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