

Allied Title's Successful Switch to Qualia



Company Name: [Allied Title, LLC](#)

Company Type: Title & Escrow

HQ: Chester, New Jersey

Products: Core, Connect

Results

- Increased productivity & efficiency
- Enhanced client satisfaction
- Improved operational reliability & flexibility
- Better positioned for future growth

About

[Allied Title](#) is a full service title agency that serves clients in Pennsylvania, New Jersey, New York, and Florida, specializing in both residential and commercial transactions. They provide settlement services and title insurance with the sole goal of 100% client satisfaction, working with attorneys, investors, lenders, and homebuyers.

The business relied on RamQuest as their title production system (TPS) from 2009 to 2017, and in 2017, they chose Qualia as their technology partner.

Challenge

"While it served us well for many years, our prior, on-premises-based software had become outdated," said Mark Young, President at Allied Title. "We relied on servers to store our file information, which meant that if there were a natural disaster, essentially business would come to a standstill," he explained.

Training new team members on the software was another point of frustration for Allied Title employees. Said Young, "Any time we wanted to onboard a new employee, it was a challenge to train them. Oftentimes we'd bring in people straight out of college. We wanted to get folks up and running as quickly as possible, and we weren't able to do that using our previous system."

Manual Work Increased Response Time to Clients

Before implementing Qualia Connect, Allied Title faced challenges with communication and task management. Their employees often found themselves overwhelmed with manual processes and administrative tasks, which detracted from their ability to provide exceptional client service.

The cumbersome need for constant back-and-forth with mortgage affiliates led to delays and inefficiencies. Clients struggled with limited access to critical documents and updates, especially outside of business hours. This lack of streamlined communication and automation not only hindered employee productivity but also impacted client satisfaction, which was crucial for Allied Title's business growth and reputation.

The Need for a Future-Facing Technology Partner

During their time with RamQuest, Allied Title valued the strong customer support and the relationships built with RamQuest employees. However, the dynamic advancements and continuous innovation offered by Qualia provided a new avenue for Allied Title to further elevate their service standards.

"When we made our decision to change software, we were looking for something that was more modern, had a better look and feel," said Young. "We wanted a partner that was going to be on the forefront of technology changes, that would ensure that we're able to be competitive as a business and stay on the cutting edge. That's why we chose Qualia as our technology partner."



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Mark Young
President, Allied Title

Solution

Onboarding and Support Resources for a Successful Transition

Once the Allied Title team saw a live demo of Qualia, they decided it was time to invest in new software and make the switch. Their transition to Qualia Core took around 30 to 60 days. "In my role as President, for me, no news is good news when it comes to customer support. I've never heard any complaints about support from my Director of Operations," Young said.

He went on, "One thing that we were initially really nervous about was going from on-premises software to a cloud-based solution."



It's a real testament to Qualia's reliability that in eight years on the software, I don't remember any time that the system went down.

Mark Young
President, Allied Title

Young acknowledged that strong leadership was required in order for their business to successfully navigate the change management inherent in switching to a new TPS, saying, "It's important to guide your team to look at the benefits and what the switch will do for you long term. It's always a pain to switch software. In the short term, say 30 to 60 days, it's going to be tough, but the benefits you get afterwards are really what you need to look towards."

Easy-to-Use, Cloud-Based Software Increased Productivity

"Because we switched to a more user-friendly software, people who know nothing about title can figure out what to do within a day," said Young. "Qualia is like an iPhone, it's extremely intuitive and easy to use. For a brand new employee, it does not take a lot of time to train on the software. Within a few hours, they'll start to understand how to use Qualia."



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Working in Qualia provided flexibility and allowed Allied Title to maintain operational success during the COVID-19 pandemic. "We were happy we switched to Qualia when we did, because I don't know if we could have processed the huge number of files we did and had the success we did during COVID, or even really been operational without Qualia," he explained.

Said Young, "We were able to hire a lot of people remotely because we were using software that was cloud-based, and our people only had to remember one login."

A Unified Closing Platform and Automated Tasks Boosted Client Satisfaction

Qualia Connect, an all-in-one communication portal, was helpful for Allied Title’s streamlined ability to collaborate with mortgage affiliates. Connect allowed their mortgage affiliates to easily send and open orders, and automated tasks required of Allied Title employees.

“Client satisfaction is really a big part of how we get business,” said Young. He went on, “Having software that’s easy to use has allowed our processors and title officers to focus more on talking to clients, calling them back, and making sure they respond to emails. Our team no longer has to worry about the minutiae because day-to-day tasks are automated, which has been really helpful.” Said Young, “Our attorneys really like that they’re able to log in Qualia Connect and retrieve documents on their own. Giving clients the ability to access closing documents on nights and weekends has been a nice value add.”

Technology That Kept Their Business on the Cutting Edge of Title

Said Young, “When we first decided to switch to Qualia back in 2017, we were nervous. But we asked ourselves, two years from now, ten years from now, which software do we think is going to be better and help us reach our goals? Now, it’s great to see Qualia investing in AI.”

He went on, “Within a few years, AI will have a huge impact on the title business. I trust that Qualia will continue to invest in AI and be on the cutting edge, which is where we want to be as a business. I’m excited to see what features are going to come out next.”

5 sections that need attention.

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Mark Young
President, Allied Title

Results

By partnering with Qualia, Allied Title has seen a dramatic increase in productivity and client satisfaction. The intuitive, cloud-based software allowed their team to streamline operations and focus more on client interactions, significantly enhancing response times and service quality.

Employees appreciate the ease of use and the flexibility to work remotely, while clients benefit from 24/7 access to important documents through Qualia Connect. Automated processes reduced administrative burdens, which enabled staff to dedicate more time to client care. The strategic move to Qualia not only addressed immediate challenges but also set the stage for Allied Title's long-term growth and innovation in the title & escrow industry.



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