

CASE STUDY

# Pippin Title

## Pippin Title Surpasses 2,000 Five Star Reviews on Qualia’s Marketplace

### ABOUT

Bharat Das founded Pippin Title in 2016 with the mission to remove the friction from the title search process in order to provide title service professionals with an invaluable solution for title reports that saves time and money. Pippin Title works alongside title companies, underwriters, attorneys, and banks across the nation to provide abstracting services, commercial & residential title searches, and custom reports.

### CHALLENGE

Pippin Title has a large and growing customer base. They were looking for ways to increase efficiency for their teams and customers. Specifically, they wanted to reduce the number of steps customers had to take to submit an order, as well as simplify communications between the team and its customers. Prior to becoming a Qualia Marketplace vendor, Pippin Title leveraged its website for order submissions. The Pippin Title team wanted to make ordering even easier for their customers by reducing the number of steps a customer needed to take to submit an order.

**“Being a Qualia partner is like having a Michelin star as a restaurant—it gives us immediate credibility in a crowded and ultra-competitive industry.”**

*—Bharat Das, CEO and Founder of Pippin Title*



### INDUSTRY

Real Estate Services

### HEADQUARTERS

New York, New York

### WEBSITE

Pippintitle.com

### ABOUT

Pippin Title provides a variety of title search services to title companies, real estate attorneys, banks and underwriters across the United States.



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“ Being integrated into Qualia helps us meet our customers within the software they’re already using, and this builds a stronger relationship. ”

–Bharat Das, CEO and Founder of Pippin Title

### SOLUTION

When Pippin Title became a vendor in the Qualia Marketplace, their customers were able to easily order title search reports in a commitment-ready format, directly within their core workflow software. As a result, Pippin Title’s customers saved hours a week in time previously spent re-keying data and order information.

Additionally, Bharat and his team were able to simplify communication with their customers through the Qualia Marketplace. Title search report orders could be placed directly through Marketplace and all communication and documentation for a given order were organized in each file, further easing workloads. This allowed the Pippin Title team to increase the speed in which they completed orders for their customers. The team was able to strengthen relationships with their customers because of the high-quality level of service that was provided. **As a result of this, in the last 9 months alone, Pippin Title has received over 2,000 five star reviews from customers.**

“ Because clients place orders directly on Qualia, which links directly into our own technology platform, we are able to increase the speed of our title search orders and deliveries to clients. Additionally, the communication within the Qualia platform allows us to deliver title searches in a more efficient way and stay in excellent, organized communication with title agencies. ”

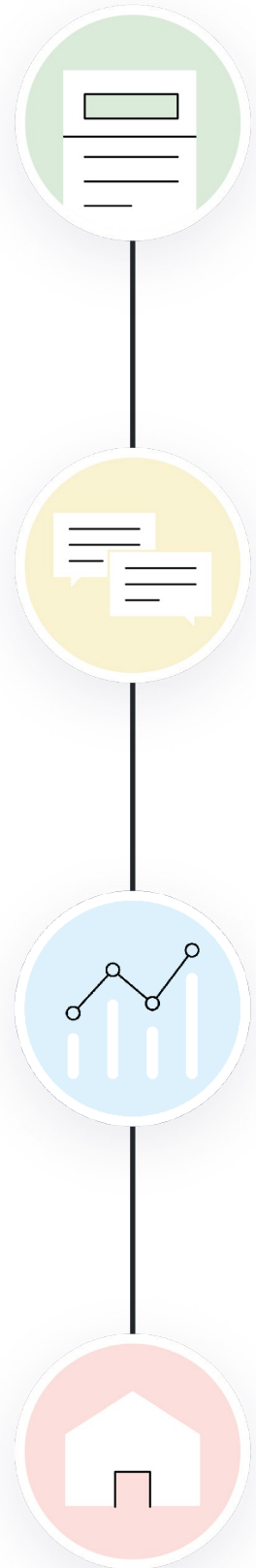
–Bharat Das, CEO and Founder of Pippin Title

### RESULTS

As a Marketplace vendor, Pippin Title has increased its exposure to new customers and strengthened relationships with current customers. Additionally, through Marketplace, Pippin Title has significantly simplified order submissions for customers, resulting in greater customer satisfaction and improved operational efficiency.

“ Being a Marketplace vendor has numerous benefits for any company looking to grow. First, the exposure to potential customers – and the chance to compete for their business. Second, being a part of the Qualia Marketplace allows us to easily integrate into our customers’ workflows. An abstractor can be the best in the business, but if they do not fit seamlessly into their customers’ systems then they will never thrive. ”

–Bharat Das, CEO and Founder of Pippin Title



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