

Keller Williams Innovates With Self-Service For 170,000+ Affiliated Agents Worldwide With Embrace AI Unlocks Extensive Knowledge Content

Challenges Faced

Keller Williams, a global real estate franchisor, faced a unique set of challenges. With a vast base of affiliated Keller Williams® agents and a steady influx of new agents joining Keller Williams® franchisees, agent enablement was critical. These agents needed self-service access to Keller Williams' extensive library of educational content to use as they saw fit. This content, developed based on a combination of Gary Keller's extensive experience and decades of real estate leadership, was a treasure trove of knowledge. The library included a series of published books and other high-quality content.

"Keller Williams wants to stay on the cutting edge of technology in the real estate world."

Jenni MacLean, Learning Content Manager

However, unlocking its full potential was a challenge. Keller Williams saw an opportunity in generative AI to streamline this process. They aimed to provide affiliated Keller Williams® agents with immediate access to this wealth of information. "We wanted Keller Williams® agents to have a competitive advantage in the marketplace," said David Voorhees, Executive Director of Keller Williams Labs. The vision was clear: leverage AI to enhance the productivity of Keller Williams® franchisees and their agents and provide a competitive edge.



Customer Profile

Austin, Texas-based Keller Williams is the world's largest real estate franchise by agent count. It has more than 1,000 market center offices and 170,000+ affiliated Keller Williams® agents. The franchise is also #1 in units and sales volume in the U.S.

Since 1983, the company has cultivated an agent-centric, technology-driven, and education-based culture that rewards Keller Williams® agents.

Industry

Real Estate

Users

All 170,000+ affiliated Keller Williams® real estate agents worldwide.

Solution

Enter the partnership with Embrace to deliver what Keller Williams branded as **KWIQ**, an innovative digital assistant available in the systems that Keller Williams® franchisees and affiliated agents use every day. KWIQ was designed to transform the way Keller Williams® agents could access and utilize educational content. It aimed to provide quick, on-the-go answers to agents' questions, leveraging Keller Williams' extensive library of books and materials.

The partnership with Embrace was crucial in bringing this vision to life. "My interactions with Embrace have always been extremely positive. They're very responsive and collaborative," said Echelle Ratliff, Senior Product Manager.

Embrace's expertise helped Keller Williams navigate the complexities of AI implementation. Ben May, Director of Product Experience, noted, "Embrace has definitely upped our IQ about AI a lot." The collaboration was not just about technology but also about understanding and addressing real-world needs. "We were very level-headed about what we can or can't do because of Embrace's knowledge," added May.

Keller Williams advises other companies to start small with AI initiatives and adapt quickly. "It's important to stay close and keep evaluating your strategy," said Dan Djuric, Head of Enterprise Data and Advanced Analytics.

"With Embrace, we went from a discussion around the art of the possible to doing something that added value in a remarkably short period of time."

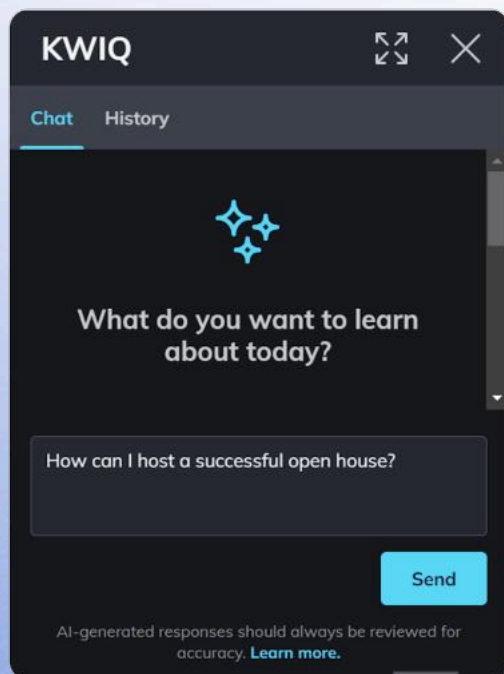
Chris Cox, Chief Technology & Digital Officer

Benefits

The benefits of KWIQ are already evident. Keller Williams® agents now have an AI assistant that provides immediate access to Keller Williams' vast knowledge base to use as they see fit. This has significantly improved the productivity of Keller Williams® franchisees and their agents. "KWIQ is like having access to industry experts in a digital format," said Djuric. The tool has also enhanced Keller Williams' reputation for providing advanced technology. "We are known as the coaching and training company," said Voorhees. KWIQ reinforces this image by making valuable content easily accessible.

"Companies that have deep IP have a real opportunity to use generative AI to manage and deliver that content."

Chris Cox, Chief Technology & Digital Officer



KWIQ, Keller Williams AI-powered real estate assistant

Looking Ahead

Keller Williams has big plans for KWIQ and their partnership with Embrace. They aim to further enhance its capabilities, potentially including access to additional agent information. "This is just the beginning for KWIQ," said Cox. "Given our advantage of having the most data in our industry due to our size, we will continue to connect production-based datasets into KWIQ to aid Keller Williams® franchisees and their agents in providing the best client experience."

Additionally, Keller Williams is exploring the integration of Embrace with Zendesk ticketing to improve technical support.

The future looks promising as Keller Williams continues to innovate and leverage AI to expand its capabilities. "We are much smarter now as a result of the Embrace partnership," concluded Cox. The journey with Embrace is just beginning, and the potential is limitless.



About Embrace.ai

Embrace.ai is an AI-driven platform designed to optimize how companies manage and utilize their internal knowledge, enhancing interactions between companies and their customers. The platform integrates into business workflows to improve go-to-market efficiency by providing conversational access to essential content and enabling various functions such as marketing, sales, and customer support. This approach helps businesses streamline processes and ensure that all interactions are informed and personalized, aligning with the needs and expectations of modern consumers. To learn more about Embrace.ai offerings, visit embrace.ai and follow Embrace.ai on our [blog](#) and [LinkedIn](#).

For more information visit

[Embrace.ai](https://embrace.ai)