STRONG FORCE ANALYTICS

A KASBYIQ CASE STUDY

Engineering Agent Matching

We partnered with KasbyIQ to build an intelligent voice AI and a bidirectional gap engine that matches real estate agents with the perfect brokerage environment.

Swipe →

The Challenge of Agent Retention

Most brokerages view early agent turnover as a training issue. When agents drift, leadership often relies on gut instinct or mandatory huddles. We found the cause is rarely a skill deficit, but rather an environmental mismatch.

1

Agent Drift

New agents leave early

2

Old Response

Gut instinct or huddles

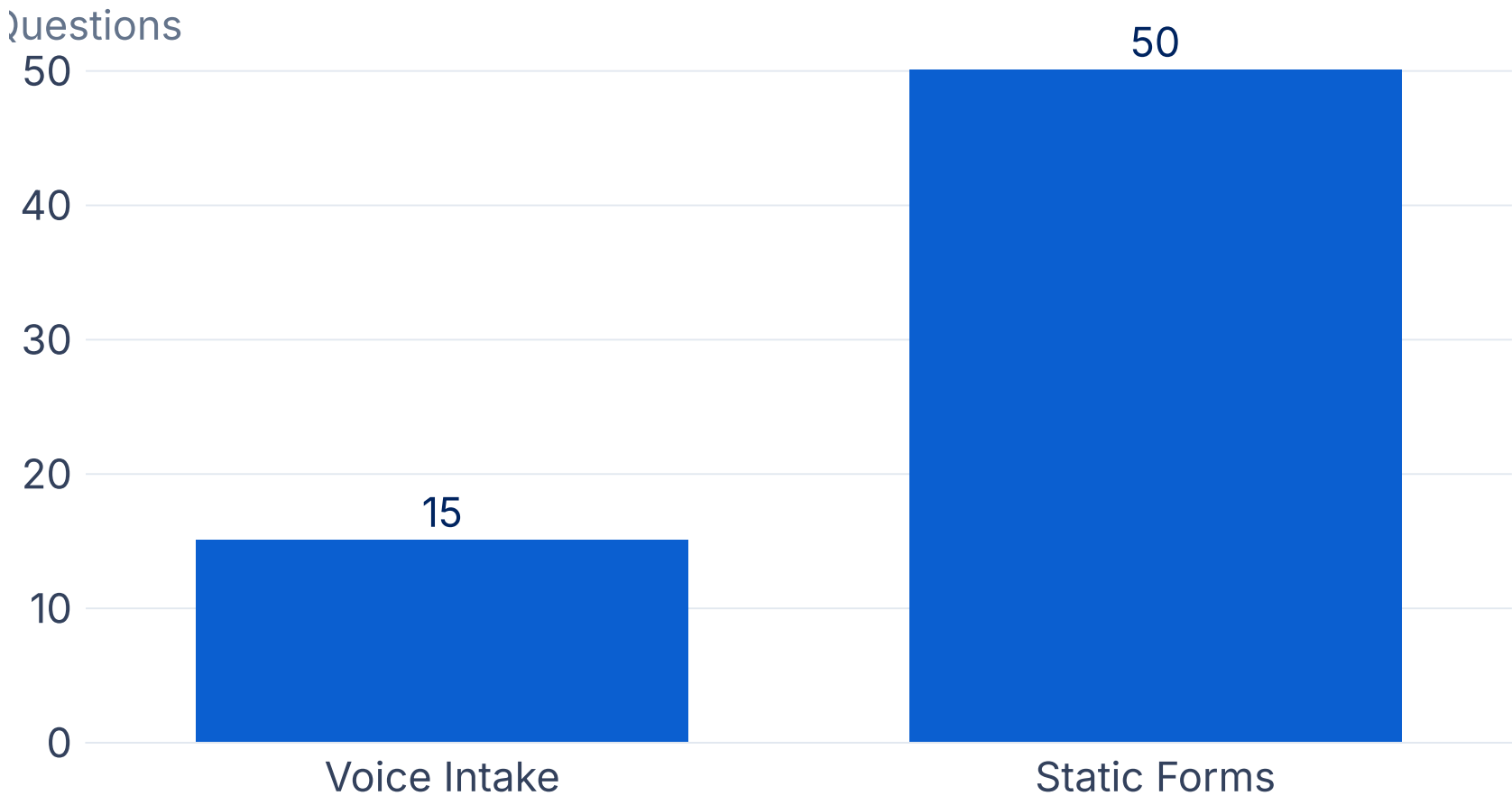
3

The Reality

Environmental mismatch

Conversational Voice Intake via ElevenLabs

We engineered an adaptive voice agent for conversational intake. This system conducts a structured voice assessment in about 15 minutes. This approach evaluates tone and authentic operating style without the fatigue of static 50+ question forms.



Comparing assessment time and question volume

The Six-Trait Assessment Model

We built a model where both agents and brokerages answer six specific traits. This ensures both sides of the marketplace are evaluated against the same behavioral criteria.

01 Autonomy
Independence in daily operations

02 Competence
Skill level and professional ability

03 Relatedness
Connection to the team and culture

04 Grit
Perseverance and long-term focus

05 Self-regulation
Ability to manage personal workflows

06 Emotional Intelligence
Interpersonal and social awareness

05 FROM PLANNING

From Planning to Production-Ready Software

We turn complex behavioral methodologies and conversational voice pipelines into resilient, production-ready software. Our engineering process ensures that sophisticated data models become stable, scalable tools for real-world use.

PROBLEM

Complex behavioral models and voice pipelines are difficult to scale.

FIX

We build resilient, production-ready software to power them.

How does your organization measure the fit between talent and environment?

TAKEAWAYS

01 **Adaptive Voice Intake.** Built a 15-minute voice assessment to replace static 50+

02 **Gap Engine Engineering.** Modeled the delta between agent needs and brokerage supply.

03 **Six-Trait Assessment.** Implemented autonomy, competence, relatedness, grit

Follow Strong Force Analytics for more on data, AI and agentic automation

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