



## FAST AND FLEXIBLE HIRING WITH COLABO

*“Our partnership with MENA Alliances has been a game-changer for our development team and our company’s deliverables. MENA’s matching abilities and the caliber of developers they work with are unmatched in my experience! We have reached out several times with very specific talent requirements and were matched with relevant interviewees within a day or two. We are constantly impressed by the developers we meet and have yet to have an irrelevant interview!”*

*MENA’s flexibility has allowed us to recruit both temporary enforcement for immediate short tasks and to grow our team on a more permanent basis with senior and experienced developers working remotely alongside our in-house developers. Abeer and her team’s ability to listen to our needs and work with us in growing the team as needed have made them true and valued partners!”* – **Naama Halperin, Co-Founder, Colabo**

### THE CLIENT

Colabo is a female-founded, Silicon Valley-based company that specializes in extracting and utilizing information to streamline digital conversations. Colabo helps businesses seamlessly manage interactions like customer service chats, digital remote assistants, and onboarding workflows. They make this happen through the power of AI, enabling clients to offer automated solutions to complex customer questions, or to utilize enhanced responses so they can offer sharper and faster service.

Colabo combines the exceptional analysis and data-driven solution sourcing of AI with emotion and nuance of human perception by finding ways for them to work together. With Colabo, each element works together to provide the best possible consumer experience, while saving time for employees.

### SITUATION

Colabo needed to hire two high-quality senior developers in an extremely short timeframe.

The complexity of the work required developers to be highly qualified and ready to start working quickly.

Because of the nature of the project, Colabo was looking to hire without a long-term commitment.

With such a fast-paced hiring requirement, Colabo did not have the time and in-house staff resources to devote to an in-depth candidate search and interview process from scratch.

### THE SOLUTION

MENA Alliances set its staff augmentation process into motion by meeting with Colabo to understand their needs. MENA Alliances and Colabo discussed the nature of the project for which they needed to hire, and which traits would help an employee succeed on the Colabo team.

MENA Alliances tapped into its expansive network of qualified talent to find Colabo’s perfect matches. Each candidate in the talent pool is capable, hardworking, and ready to hit the ground running on a team that needs their skills. Utilizing years of expertise, screening capabilities, interviews with thousands of candidates, and a time-earned gut instinct on what makes a



candidate shine, MENA Alliances selected only candidates with the potential to be Colabo's ideal fit.

Once the selection pool was narrowed, MENA Alliances performed a multi-level assessment of the candidates. MENA's stringent assessment process is more thorough than those of most Silicon Valley companies, involving several levels of screening, skills testing, and English proficiency analysis. MENA Alliances also assessed each candidate's character to ensure they'd be a cultural fit at Colabo.

Within days of beginning the project, MENA Alliances presented Colabo with a shortlist of well-matched candidates who offered the expertise and character to bring Colabo's project to life. Once Colabo selected their top choices, MENA Alliances scheduled and managed each step of the interview process so that all Colabo needed to do was choose their hires.

After Colabo selected its candidates, MENA Alliances handled the on-boarding process, managing details like negotiations, benefits, security, regulation compliance, and payroll.



Naama, COO, Colabo- USA

#### MAKING AN IMPACT WITH HIRING

In the blink of an eye, Colabo had two talented senior developers on their team – without the stress of managing the hiring process.

The developers' skills were ideally matched to Colabo's needs, which paved the way for maximum success on the project.



Walaa, Senior FrontEnd Developer

The MENA Alliances talent pool consists of many young, under-represented candidates, especially women in the MENA region. In hiring through MENA Alliances, Colabo had the chance to seek out diverse candidates whose lives were positively impacted by their new role.

Colabo reaped the benefits of talented, qualified candidates without the stress and pressure of employment liability or long-term hiring commitment: MENA Alliances handled every detail.