

The Human Value Adds Up for Client and Talent with MENA Alliances



When it comes to delivering complex projects on time:

“MENAAlliances has been a reliable business partner in the realization of several Clickworker projects over the years. Their professionalism and dedication when it comes to fulfilling difficult project requirements in time is what we appreciate the most. We developed a great partnership together and are looking forward to it growing even more in the future.” -Clickworkers

At MENAAlliances, we are thrilled to hear that we provided a job well done. In this use case, you will find the details of how our talent and services fulfilled the needs of our clients. As you read through, you will discover why the client needed our specific solution in hiring for training AI. When a client can find the top solution for their hiring needs and, with it, the ability to impact real human lives, we have exceeded their expectations.

The Client:

Our client, Clickworker, provides AI training data and other data management services. AI training involves teaching machines to learn from data and improve their performance over time. The company resources its team of clickworkers through a remote internet workforce. These workers are registered professionals who work online, performing micro-tasks on their computers or laptop at home. This model works well for both the organization and the freelance workers who can perform the tasks on their schedule.

Training AI can mean micro-managing enormous amounts of data. Clickworker uses the power of the remote workforce to ensure that their clients' AI systems receive high-quality data. In training AI systems, the data must represent diversity from all areas globally. This diverse, professional quality data engineering allows clickworkers to build robust models and perfect their AI systems through training. Part of the services provided by clickworkers is to enable clients to order AI training data specifically tailored to their requirements.

The Situation:

Clickworker reached out to MENA Alliance to discuss their hiring needs. They needed tech talent to source in a flexible and responsive hiring model. MENA Alliances delivers access to vetted professionals and top tech talent from the Middle East North Africa (MENA) region. They offer three risk-free, secure staffing models to match their client's needs:



The partnership works well for Clickworker because they can choose from any of the three placement models depending on the project they have in mind. Clickworker can reach out to MENA Alliances and gain access to seamless hiring solutions at any time. MENA Alliances does the background work of vetting the worker's skills and facilitating the staffing arrangement.

The Need for a Flexible, Responsive Solution:

Flexible and responsive hiring solutions are needed for AI data training positions because AI is rapidly evolving. New applications for AI and the need for different training techniques are being developed continuously. Companies must be inclusive in their hiring for AI data training. Creating high-quality AI technologies requires an extreme amount of data that should include diverse cultural differences and languages. Diverse data is needed to ensure the AI model is trained to manage the broadest possible range of scenarios.

AI training involves teaching machines to learn from data and improve their performance over time. It will be essential to access skilled workers who can quickly adapt to these changes and learn new skills. These companies must partner with quality talent-sourcing solutions like MENA Alliances to meet the constantly changing demands of the industry. Sourcing allows tech companies to quickly identify and hire the right individuals with the necessary skills in a flexible, responsive work solution with great success.

Many large tech companies, like Clickworkers, are developing large AI systems that will need extensive data training. These jobs are usually task-based, varied, and achieve a specific goal. For companies that need these data sets trained, having a scalable, trained, and secure workforce at their fingertips means everything. Training is provided to workers and can include team management to ensure that high-quality, challenging work can meet specified deadlines. Clickworkers reaped the value of having bilingual (English and Arabic) tech talent. Diversity is critical to quality data, and the vetted talent at MENA Alliances can work in every industry of data labeling and can use any platform or tool needed, while ensuring the subtleties of a variety of Arabic dialects where necessary.

Responsive Hiring Solutions Can Have Real Impact:

How a company hires can impact the world around them and individual lives. We consider MENA Alliance talent Kamel Musalam and his experience working with Clickworker. We asked the clickworker in this case, «What did MENA Alliances add to your job situation?»

“MENA Alliances made us believe in ourselves and our capabilities: this gave us a great incentive to go the path of knowledge and discovery. It was also the first step in the path of excellence and creativity for me. I’m grateful for the circumstances that paved the way for this company and team to be in my life.” – Kamel Musalam



A Sourcing Solution that Exceeds Your Expectations

When flexibility and responsive hiring solutions matter, utilizing staff augmentation or project-based models offered by MENA Alliances can exceed your expectations. Your hiring choices can also provide growth opportunities and resources to those in need, improving entire economies struggling to maintain stability. Your choice in hiring solution providers is the difference between simply doing a job or doing a job in a way that betters the world and lives. You are still assured your talent will be highly skilled and fully vetted to meet your needs.

Finding the right talent takes time. When you partner with MENA Alliances, you gain near-immediate access to a fully-assessed remote workforce ready to get your next project across the finish line. Our talent comes from the MENA region, where we are determined to create jobs for over one million disadvantaged women and young people. When you are ready to find a permanent solution to your flexible hiring needs and make a real-world impact through hiring, connect with us. Schedule a call today to discuss your sourcing requirements.

