Etisalat AI Graduate Program

#HackAI

AUGUST 30 // 2021

Company Background

Etisalat Group is one of the world's leading telecom groups in emerging markets. Headquartered in Abu Dhabi, Etisalat was established over four decades ago in the UAE as the country's first telecommunications service provider. Etisalat Group's vision 'Driving the Digital Future to empower societies' aims at providing best-in-class total customer experience domestically and internationally, delivering attractive returns to shareholders while investing in the long-term future of the company, and supporting economic development in all our operating markets.

Industry:
Telecommunication

Geographies:
United Arab Emirates

Audience:
Students

Objectives

Etisalat Group has announced new plans to recruit 100 Emirati graduates by the end of the year in response to the UAE government's national NAFIS program, to continuous efforts to invest in Emirati cadres and support the career path of the people of the country in the digital fields based on the extensive experiences that the company possesses in those fields.

The new graduate program is held over a period of nine months and divided into two phases, the first in September and the second in December, and provides Emirati graduates with the opportunity to obtain practical experiences in artificial intelligence technologies, the Internet of Things, big data and cybersecurity.

The solution

In order to place local talents with strong technical knowledge in AI/ML and graduate roles within technology, IT and support function, Etisalat is looking for innovative hiring practices and new-age recruitment tools to source top talents.

Etisalat chooses to partner with Agorize to provide a gamifying experience that makes the hiring process more interactive and less stressful for both candidates and recruiters, by creating an opportunity for candidates to showcase their ability and problem-solving skills with real cases.

Timeline

Hack AI is a one-of-its-kind hackathon to bring potential talents to solve **8 challenges based on their business cases:**

- Enhancing Operational Efficiency with AI/ML
- Improve Customer Feedback through Enhanced IT Operations
- The Pentest Challenge
- Enhancing Mobile App on short timelines
- Solving a reported case from an Electronic Payment Gateway Partner
- Create an operational dashboard for the Collection & Dunning System (CoDE)
- Building an application using the latest Java framework to solve a business case
- Design a personal financial assistant with AI

Think AI is a one-of-its-kind Thinkathon to bring potential talents to solve **9 Challenges categorized by 7 business functions:**

- Enterprise and Consumer
- Finance & Audit
- HR & Employee Experience
- Marketing and Communication
- Procurement & Contracts
- Reporting & Analytics
- Sales and Business Development

Hack AI

Aug 29, 2021
Registration Day

Aug 30 - Sept 5, 2021
Challenge Phase

Sept 6, 2021
Pitching Day

Sept 7, 2021
Selection Day

Think AI

Nov 14, 2021
Registration Day

Nov 16 – 20, 2021
Thinkathon Phase

Nov 21 – 22, 2021
Pitching Day

Nov 23, 2021
Selection Day

Outcomes

For both **HackAI** and **ThinkAI** challenge, Etisalat selected **115 potential candidates and converted 78 candidates into new hires** within 18 days.

The launch of this challenge has further streamlined and simplified Etisalat's hiring processes. Our all-in-one Saas platform brings together individuals from diverse backgrounds and enables tapping into a pool of skilled and driven people for hire. Etisalat team saw great efficiencies of shortening the time to hire and increasing the opportunities to identify high potential talent for the organization.

35

**new hires
in 12 days**
For Tech Functions

43

**new hires
in 6 days**
For Business Functions

"The average of time of hire is about 41 days."

(Source: LinkedIn Economic 2021 survey)

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