



COMPANY PROFILE · 2026

Meet Jeannie — the AI interviewer built for how the Arab world actually speaks.

She interviews candidates in Arabic or English — including regional dialects — and turns every answer into a scored, verifiable Interview Passport.

2

languages,
every dialect

396+

live MENA roles

65

interview guides

5

scored dimensions

muqabaleh.com

Amman · Dubai · Riyadh
support@muqabaleh.com

Jeannie AI INTERVIEWER

Arabic & English · dialects welcome

WHY WE EXIST

Screening in MENA is broken on both sides of the table.

Roughly 400 million people speak Arabic. Almost every AI screening tool on the market interviews them in English only — and the recruiters using those tools still run first-round calls by hand.

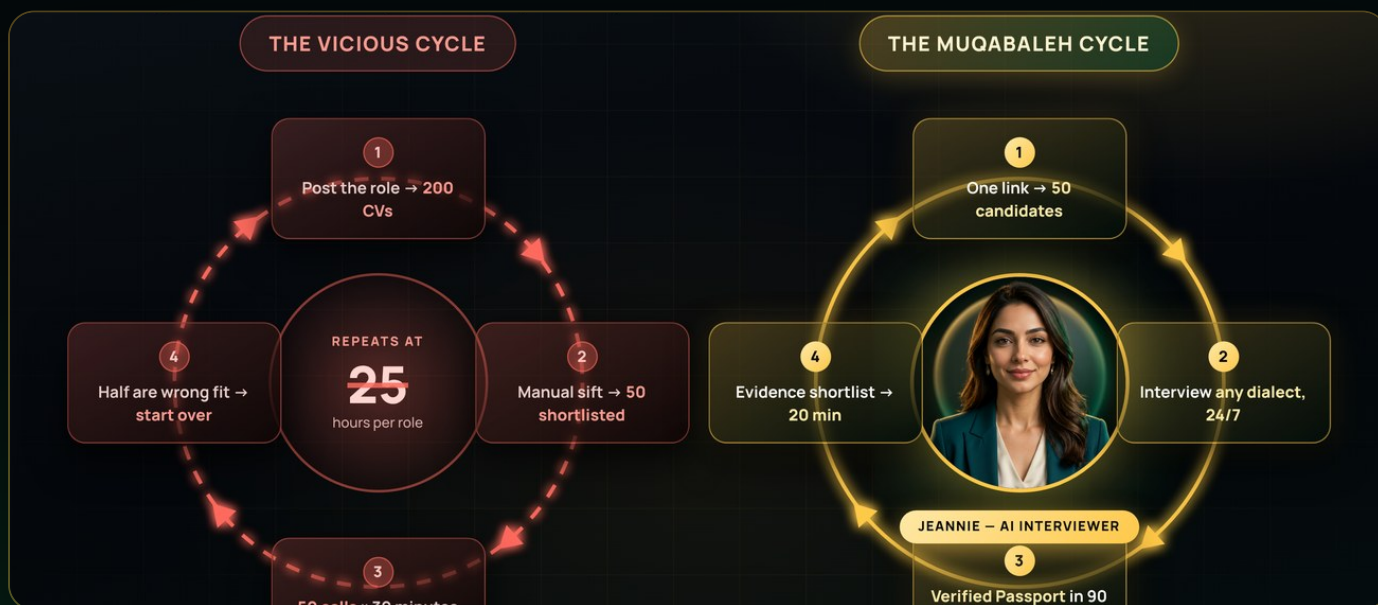
For the recruiter

- ▶ A single role can mean **200 CVs** and **50 first-round calls**
- ▶ At 30 minutes each, that is roughly **25 hours per role** — repeated every time
- ▶ Scoring is **gut feel**, and it varies between consultants
- ▶ Notes are scattered; there is **no auditable record** of how a shortlist was built
- ▶ Compliance-driven hiring (Emiratisation, Saudization) makes the volume **non-negotiable**

For the candidate

- ▶ Screened in a **second language**, live, with one chance to perform
- ▶ Dialect speakers are pushed toward formal Arabic or English
- ▶ Interviews happen in **business hours only**, by appointment
- ▶ Feedback is rare — most candidates never learn why they were rejected
- ▶ Nothing carries forward: **every application starts from zero**

The result: qualified people are filtered out for language fluency rather than capability, and recruiters burn their most expensive hours on the least differentiated task in the funnel.



The screening loop — the traditional cycle repeats in full for every new role

WHAT WE BUILT

One interview. Two languages.

A verifiable result.

Candidates complete a structured interview with Jeannie in Arabic or English, at any hour, in whatever dialect they actually speak. Every answer is scored across five dimensions and sealed into an Interview Passport with a public verification link.

STEP 1

Practice with Jeannie

Company-specific or general mock interviews in Arabic or English. Dialects welcome, no scheduling required.

STEP 2

Earn the Passport

A 0-100 interview-verified score with strengths, gaps and a QR verification link – private until the candidate shares it.

STEP 3

Apply with proof

The candidate applies on the employer's own site. Muqabaleh never submits an application on anyone's behalf.

Scored across five dimensions

90

Communication

84

Technical depth

88

Problem solving

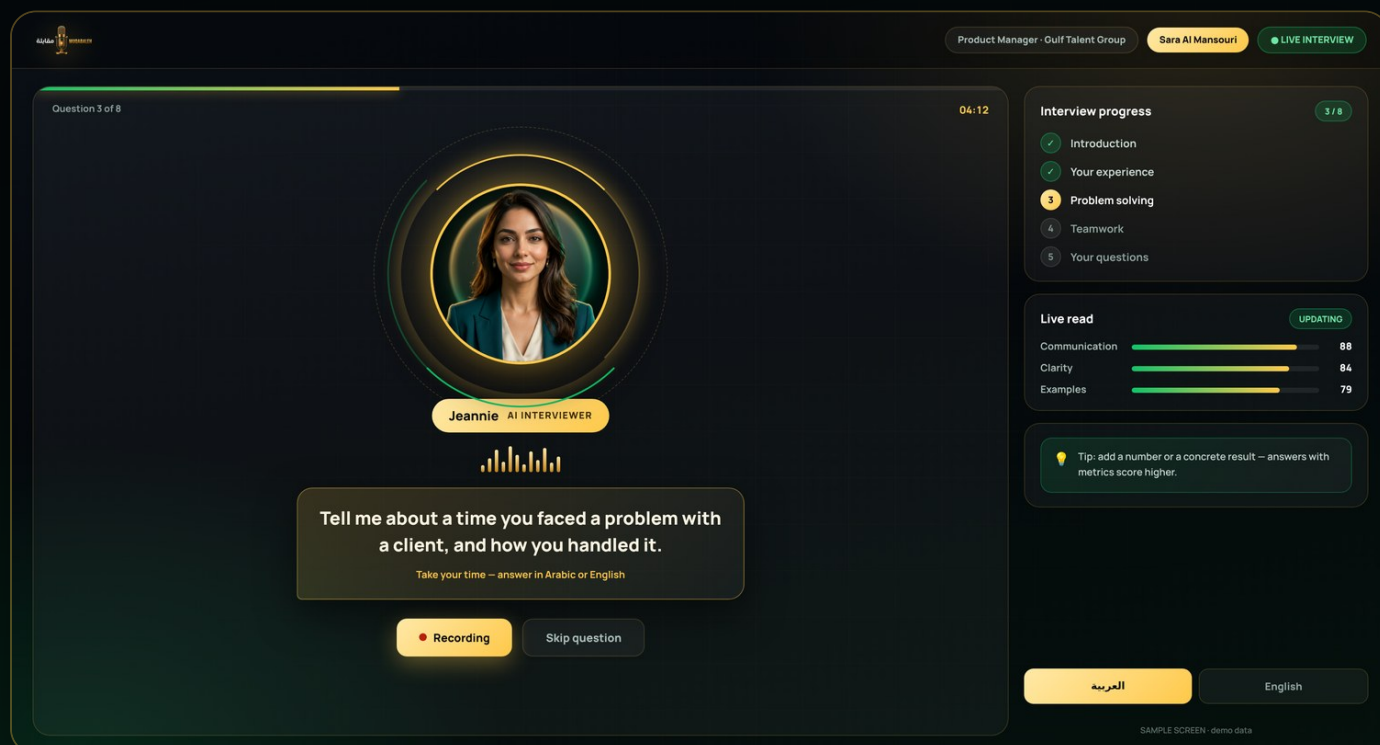
86

Cultural fit

82

Confidence

Sample scoring from a real Passport. Every candidate is measured on the same five dimensions, so shortlists are comparable rather than anecdotal.



Candidate interview – live scoring, progress tracking, and language toggle

CANDIDATES

Practice. Get verified. Apply yourself.

Muqabaleh never auto-applies. Candidates train, earn a credential, and submit their own applications on the employer’s site — a deliberate design decision that keeps trust on both sides of the market.

PLAN	PRICE	MOCK INTERVIEWS	PASSPORT	BUILT FOR
Basic	Free	1 / month	Preview	First-time users
Jeannie	\$14.99/mo	Unlimited	Full verified	Active job seekers
Jeannie Pro	\$29.99/mo	Unlimited	Full verified	CV studio + negotiation scripts
Mastery Pack	\$44.99 once	5 company-specific	Full verified	No subscription

Prepare before you apply

The platform carries **45 company interview guides** and **20 role guides** — real process breakdowns, common questions and salary signals.

Bybit · Careem · Tamara · Aramco · NEOM · Emirates · stc · Al Rajhi Bank · Talabat · noon · Salla · Foodics · Unifonic · Binance · and more

A live MENA jobs board

396+ live roles sourced only from legal public ATS boards — Greenhouse, Lever and Workable.

UAE 185 · Saudi 130 · Egypt 15 · Qatar 15 · Jordan 14 · Kuwait 6 · Wider MENA 29

“No auto-apply. No spam. Practice, verify, then you apply.”

Candidates keep control of their data and their applications. Passport scores stay private until the candidate chooses to publish them.

Screen 50 candidates in 20 minutes, not 25 hours.

Muqabaleh sits in front of your ATS, not inside it. Candidates self-serve the first round; your consultants read scored, comparable reports and spend their time on the shortlist instead of the switchboard.



Employer console — live pipeline, scored candidates, and hours saved

98%

less first-round screening time

24/7

candidates interview on their own time

100%

scored on identical criteria

68%

of interviews run in Arabic

Built for compliance hiring

- ▶ **Emiratization and Saudization** mean screening nationals at volume, against deadlines
- ▶ Those candidates interview most naturally **in Arabic**
- ▶ Every placement carries a **timestamped, auditable** assessment record
- ▶ Screening scales with quota, **not with headcount**

What it does not do

- ▶ It does not replace your consultant's judgement or the client interview
- ▶ It does not verify employment history
- ▶ It does not predict job performance — it scores **interview performance**
- ▶ Candidates who prefer a human call should be offered one

BEFORE & AFTER

Same role. Same 50 candidates.

A different economics.

The comparison below assumes a 30-minute first-round call per candidate versus 20 seconds to read a scored report. It covers first-round screening only.


مقابله

COMPARISON

Traditional screening vs Muqabaleh with Jeannie

Same role. Same 50 candidates. The difference is time, language and evidence.

BEFORE		AFTER
25 hours to screen 50 candidates	→	20 minutes to read 50 scored reports
 First-round phone screen THE TRADITIONAL WAY		 AI interview in Arabic WITH MUQABALEH
✗ 30-minute phone call	TIME PER CANDIDATE	✓ 20 seconds to read a report
✗ Usually English – candidate translates in their head	LANGUAGE	✓ Arabic or English – any dialect
✗ Business hours, scheduled in advance	AVAILABILITY	✓ 24/7 – candidate picks the time
✗ Gut feel, varies by consultant	SCORING	✓ 5 dimensions, identical for everyone
✗ Scattered notes that get lost	RECORD	✓ Verified Passport with QR check
✗ Nervous, one shot, second language	CANDIDATE EXPERIENCE	✓ Own dialect, own pace, confident
✗ 50 candidates = 50 calls	SCALE	✓ 50 or 500 – same effort


Jeannie – the AI interviewer
Runs the interview in Arabic and English, then turns the answers into a verified Interview Passport.

90
SEC TO REPORT

Try Muqabaleh free
muqabaleh.com

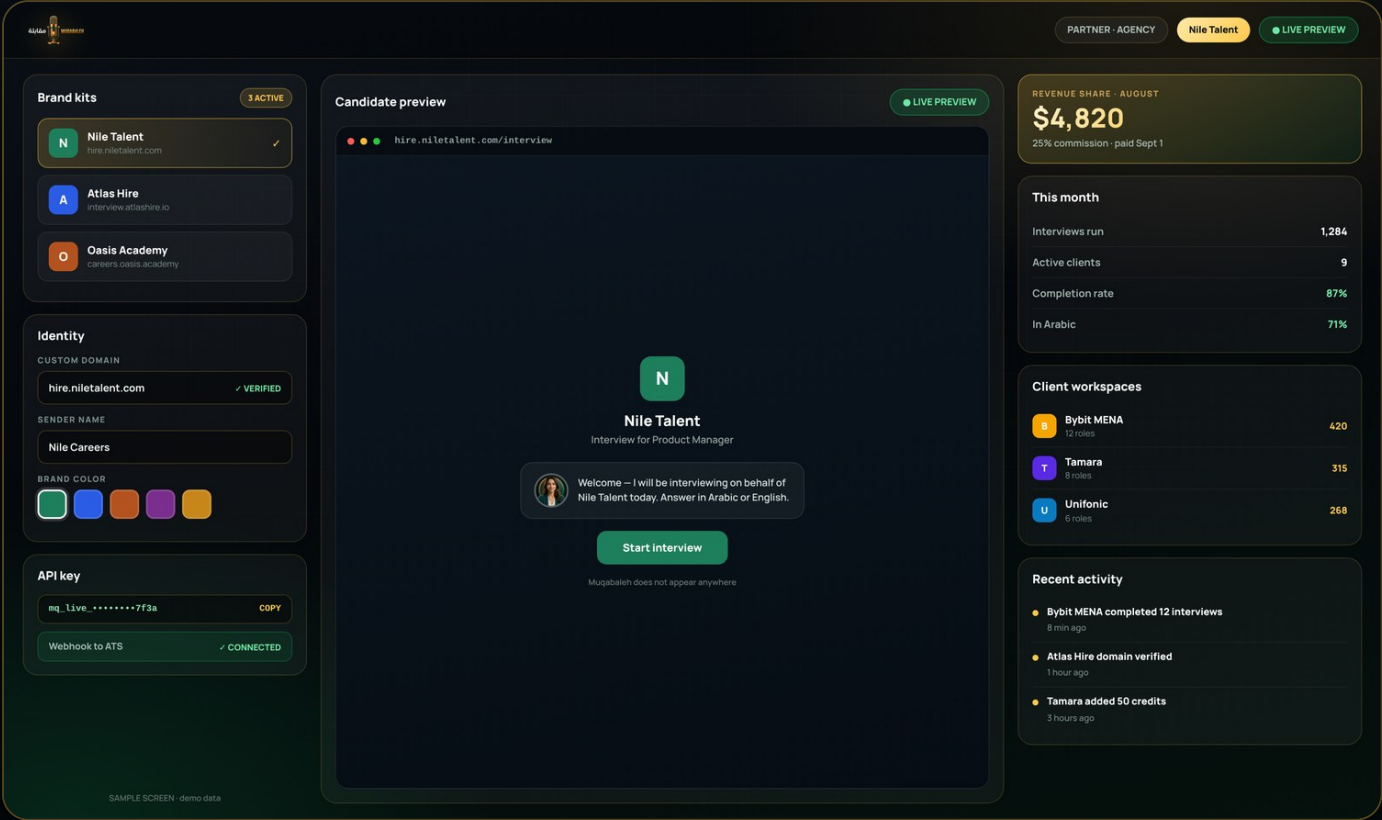
Based on a 30-minute first-round call per candidate versus 20 seconds to read a scored report. Covers first-round screening only.

Traditional screening versus Muqabaleh, across seven dimensions

PARTNERS

Run Jeannie interviews under your own brand.

Agencies, HR platforms and academies can deliver AI interviewing as their own product. Your logo, your domain, your sender identity – Muqabaleh appears nowhere in the candidate experience.



Partner brand studio – brand kits, custom domains, revenue share and client workspaces

Brand studio

Logo, colours, sender name and live candidate preview – a real brand system, not a skin.

Custom domains

Run interviews on hire.yourbrand.com with verified host resolution.

Partner APIs

Scoped API keys for clients, branding and automation – revocable at any time.

Webhooks

Push scored interviews into your ATS the moment they finish.

Revenue share

Transparent commission, payout history and portfolio earnings.

Client workspaces

Spin up company consoles, assign credits and manage the network.

MODEL	BUILT FOR	INCLUDES
Agency	Recruiting firms and talent boutiques	Brand studio, custom domain, revenue-share dashboard
Platform	HR platforms and academies embedding Jeannie	Full white-label, APIs, webhooks, client provisioning at scale
Enterprise network	Multi-region networks	Everything in Platform, SSO, dedicated success manager, custom SLA

Custom pricing for every partnership – no public rate cards. Request a quote at muqabaleh.com/partners.

HOW IT WORKS

Bilingual by design, not translated afterwards.

Muqabaleh was built Arabic-first. Dialect handling is a core scoring requirement rather than a localisation layer added to an English product.

The stack

- ▶ **Google Cloud** – speech-to-text and text-to-speech
- ▶ **Google Gemini** – AI scoring of interview answers
- ▶ **Brevo** – transactional email delivery
- ▶ **PayPal** – payment processing

Security

- ▶ **TLS 1.3** in transit, **AES-256** at rest
- ▶ Voice processing data retained **90 days maximum**
- ▶ Account deletion anonymises identifiers and removes Passport files
- ▶ Breach notification within **72 hours**

Data principles

No data sales

Personal data is never sold, and never shared with advertisers.

Consent first

No service is activated and no data shared without explicit user consent.

Right to deletion

Users can request access, correction or deletion at any time.

Fair dialect scoring

Candidates are assessed on **what they say**, not on which language they say it in. Jordanian, Khaleeji, Egyptian and Levantine speech are all accepted without penalty, and the same five-dimension rubric is applied to Arabic and English interviews alike.

Governing terms

Platform restricted to users aged 18 and over. Privacy policy governed by the laws of the Kingdom of Saudi Arabia. Full policy at muqabaleh.com/privacy · support@muqabaleh.com

NEXT STEPS

Three ways to work with us.

Whether you are hiring, partnering, or preparing for your own next interview — the entry point is free.

CANDIDATES**Start free**

One mock interview a month, free forever. No card required.

muqabaleh.com/interview/prep

EMPLOYERS**Request a demo**

See the console with your own roles. We configure it in one working day.

muqabaleh.com/request-demo

PARTNERS**Get a quote**

White-label interviewing under your brand, with revenue share.

muqabaleh.com/partners

A 30-day pilot, at no cost

For agencies and employers screening at volume, we run a time-boxed pilot with agreed success criteria before any commercial conversation.

50

interviews
included

30

days,
time-boxed

\$0

no card,
no commitment

1

working day
to set up

**Talk to Jeannie first**

The fastest way to understand the product is to take the interview yourself. It is free and takes under ten minutes.

