

Case Study

How Telesign helps Bayt.com build trust and drive Emiratization and Saudization

- ✓ Secure user verification with WhatsApp
- ✓ Reduce fraudulent accounts and improve customer confidence
- ✓ Enhanced support for Emiratization and Saudization initiatives



About Bayt.com

Bayt.com is the leading job site in the Middle East, offering a wide range of employment solutions and career planning tools in both English and Arabic. They provide a fast, efficient, and cost-effective way for employers to hire top talent and for job seekers to explore the best opportunities across the Middle East and North Africa. Since their founding in 2000, Bayt.com has been a trusted platform, empowering professionals and businesses for over two decades.

Bayt.com is firmly committed to the MENA region and has an excellent and thorough understanding of the Middle East and North Africa recruitment market and business landscape. This is evidenced by Bayt.com's 11 regional offices in Abu Dhabi, Al Kuwait, Amman, Beirut, Cairo, Doha, Dubai, Eastern Province, Jeddah, Lahore, and Riyadh. With 52,000,000 professionals and over 60,000 leading organizations using their recruitment platform across all industry categories and career levels, Bayt.com is the single largest marketplace of professionals and companies in the region.

The Challenge

A key part of Bayt.com achieving their mission to seamlessly connect job seekers and employers involves ensuring that every account on their platform is verified, building trust between job seekers and employers. This verification process not only enhances trust but also plays a vital role in supporting critical nationalization initiatives like Emiratization and Saudization.

As the UAE and Saudi Arabia are major markets for Bayt.com, these programs are central to the region's workforce development and economic goals. By ensuring that job seekers' accounts are verified, Bayt.com empowers employers to confidently engage with candidates, knowing they are authenticated and meet the requirements for these initiatives. This assurance minimizes wasted time and maximizes the impact of efforts to drive national employment in key industries.

The Solution

With Telesign's advanced verification solutions, Bayt.com has been able to streamline the user registration process and cut verification costs while ensuring that accounts remain authenticated and secure.



Telesign provides Bayt.com access to world-class telco data and a proven track record in digital identity. Bayt.com leverages Telesign's verification services to ensure user accounts are authenticated and tied to verified phone numbers. This process seamlessly integrates into Bayt.com's onboarding workflow, giving users a secure and efficient registration experience without adding unnecessary friction.

Within seconds, users' accounts are verified, providing employers with confidence that the candidates they interact with are genuine. This added layer of security supports nationalization initiatives like Emiratization and Saudization by ensuring that verified accounts meet employer expectations and save valuable time.

Results

By transitioning from SMS verification to sending a one-time passcode via WhatsApp, Bayt.com found almost a 30% decrease in verification costs. And with automated user validation processes and reduced risk of fraudulent accounts, Bayt.com has been able to focus their efforts on other critical priorities. The team no longer needs to rely solely on manual account verification to address fraud issues, instead it relies on Telesign's expertise to maintain platform security and efficiency.

"The integration with Telesign allows us to save time and resources, enabling our teams to concentrate on other vital initiatives such as improving the platform and supporting nationalization efforts like Emiratization and Saudization,"
said Hamzeh Abu Zakham, Director of Software Development at Bayt.com.

Bayt.com's partnership with Telesign ensures a trusted and efficient platform for both job seekers and employers, supporting regional workforce goals while maintaining the highest standards of security and trust.

Industry:

HR & Recruitment

Telesign products:

1. Messaging API
2. SMS Verify
3. Voice Verify

"At Bayt.com, trust and security are paramount to our platform's success. Thanks to our partnership with Telesign, we've strengthened our verification process, enabling employers to connect with verified candidates effortlessly. This partnership also reinforces our commitment to key initiatives like Emiratization and Saudization, helping drive meaningful outcomes for the region's workforce."

Hamzeh Abu Zakham

Director of Software Development at Bayt.com



Proximus Global, combining the strengths of Telesign, BICS, and Route Mobile, is transforming the future of communications and digital identity. Together, our solutions fuel innovation across the world's largest companies and emerging brands. Our unrivaled global reach empowers businesses to create engaging experiences with built-in fraud protection across the entire customer lifecycle. Our comprehensive suite of solutions – from our super network for voice, messaging, and data, to 5G and IoT; and from verification and intelligence to CPaaS for personalized omnichannel engagement – enables businesses and communities to thrive. Reaching over 5 billion subscribers, securing more than 180 billion transactions annually, and connecting 1,000+ destinations, we honor our commitment to connect, protect and engage everyone, everywhere.

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