

Recruit better. Retain longer.

AI-assisted CV screening, interviews, onboarding and HR analytics — humans decide, AI prepares. Hands-on training for HR directors, recruitment agencies, HR consultancies and people ops teams.

Humans decide
AI prepares

On-site
or remote

1 to 4 days
tailored format

1-month support
after the training

THE PROGRAM — COMPOSABLE TO YOUR HR PRIORITIES

5 modules. One goal: faster HR, without sacrificing the human touch.

CV screening & shortlisting

1 day

Scoring applications against the job description, explicit criteria and shortlists ready in an hour — with systematic human validation.

Assisted interviews

1 day

Interview scorecards generated per role, conversation summaries and structured write-ups — for comparable, fair assessments.

Automated onboarding

1 day

Onboarding journeys, documents and reminders automated with n8n and Make — every new hire gets the right message at the right time.

People analytics

½ day

Turnover, absences, engagement: commented dashboards that turn your HR data into decisions.

HR communication & employer brand

½ day

Job ads that attract, polished candidate replies and regular career content — without spending weeks on it.

WHY 212AY

A full ecosystem, not just a vendor.

- ✓ On-site or remote — anywhere in Morocco
- ✓ XAI × MDS × SMIA certified attestations
- ✓ Zero automated decisions about people: AI prepares, your teams decide



Bahae Eddine HALIM

Tech Entrepreneur · Lecturer at top schools & UM5 · Trainer 7+ yrs

Co-founder & CTO of XAI. Teaches AI in top schools and at university (UM5: Faculty of Science & EST Salé). Trainer for 7+ years. Founder of MDS, MRN, MFF and SMIA — 20000+ members. PhD researcher in AI, ex-Full Stack Developer (15+ yrs).

INVESTMENT

Tailor-made, based on your structure.

Tailor-made

proposal within 24h

- Preliminary chat about your HR processes and priorities
- Detailed proposal within 24h after a WhatsApp chat
- Hands-on training on your job descriptions and real cases
- On-site or remote, anywhere in Morocco
- XAI × MDS × SMIA certified attestations

CERTIFIED & SUPPORTED BY



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