



## **SUMMER INTERNSHIP REPORT 2020**

**Company Name:** Genie Talk Pvt. Ltd.



**Project:** Holistic Marketing Internship

**SUBMITTED TO:**

Prof. Chetan Jhaveri

**SUBMITTED BY:**

**Name:** Akanksha Shah

**Roll no.:** 191104

**Section:** A

**Batch:** MBA-FT (2019-21)

**Institute of Management, Nirma University**

*Date of Submission: 05<sup>th</sup> July, 2020*

**Address:** BCC House, 8/5/5

*Manormaganj, Indore,*

*Madhya Pradesh 452001*

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## **ACKNOWLEDGEMENT**

Every project big or small is successful largely due to the efforts of a number of people and is never an individual effort. I have taken efforts in this project, however, but it would not have been possible without kind support and help of many individuals, and I sincerely appreciate the inspiration; support and guidance of all those people who have been instrumental in making this project a success. I would like to take this opportunity to thank them all.

I am highly indebted to **Genie Talk Pvt. Ltd.** for the confidence bestowed in me and entrusting me the crucial responsibilities.

I feel deeply honoured in expressing my sincere thanks to **Ms. Dhara Sharma** my mentor for the training for making the resources available at right time and providing valuable insights leading to the successful completion of my project.

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Akanksha Shah  
191104

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Mr. Chetan Jhaveri  
Faculty Member

## **EXECUTIVE SUMMARY**

This report is a description of 9 weeks of my internship carried out as a component of the mandatory internship program at **Institute of Management, Nirma University**. In the following chapters, I have provided an overview of the organisation, and details of my works till the time of submission. My role at the internship was that of a **Marketing Intern** working in the communication team and as a **Content Curator Intern**. But my tasks were not limited to exclusively just generic communication related work, since communicating is a core for any function I also got to work on and got experience with tasks of other sub departments under the **Marketing Department**.

The report will elaborate on the wide range of tasks I had the opportunity to be a part of and how they added to my existing skillset. My tasks were myriad and ranged from **social media marketing to lead generation, campaign management** and **B2B selling** amongst others.

Additionally, the internship hasn't just helped me develop my work related skills it also helped me improve my interpersonal skills and helped me get as much experience of a corporate culture as you can get while working from home during a global pandemic.

The **Covid-19** pandemic presented a very different working condition than what most corporates were used to and **GenieTalk** also had to adjust to these conditions. The report also talks about how they successfully managed to implement work from home for their employees and adjusted me and other interns in their work culture with ease even while working and mentoring remotely.

Apart from the work culture, working for any organisation- more so a startup is interesting during these uncertain times. Changes happen quickly, policies are revised, and businesses are sinking as if in quicksand. I and every other student who had the opportunity to closely observe their internship organisations up close are bound to learn a lot of unique and valuable lessons.

## **PART A**

### **a. Profile of the Organisation**

#### **General Overview of the Organisation**



Genie Talk Pvt. Ltd. is an IT company working in the niche sector of **Voice Commanded Artificial Intelligence**. It is a product based startup which wants to touch and transform as many lives as possible with its technology. They have developed a superior **Conversational AI**, an artificially intelligent, super friendly, virtual assistant platform to realise this vision and liken it to the famous fictional **AI system robot J.A.R.V.I.S.**

The company is headquartered in **Indore** and has another branch in **Mumbai**. The company was **incorporated on 27<sup>th</sup> July 2016**.

Earlier the company had just one major product- **OGenie** conversational AI app for **travel** where you can book a flight, check-in, cancel/reschedule just by few voice commands, one of the first **transaction based AI platforms** in the world. Through the course of the three-four months since national lockdown was enforced, the organisation had to rethink its position in the market and better chart their growth. Eventually they decided on expanding and changing their business style and went for a **soft rebranding**.

## b. Why Rebrand?

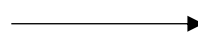
As most of the countries around the world opted for complete lockdown to control the spread of novel coronavirus, travel came to a screeching halt at all of these places. While earlier it was expected that **corporate travel would sustain and restart soon even if leisure travel doesn't**, that has not been the case. **Travel and aviation industry continues to be in a slump** and efficient work from home practices have ensured that corporate travel has mostly been rendered pointless.

During the start of the lockdown and my internship, **GenieTalk was the parent company of OGenie** which was also its primary product. But the senior leaders of the organisation soon realised that the future of their business lay in expanding. The tech that they had developed was superior to many similar ones already existing in the market, after thorough discussion it was decided that they were capable of **leasing out their technology and building similar platforms for companies in other industries**.

So, while GenieTalk still remained the parent company of OGenie they were treated as separate entities. GenieTalk focussed on **B2B- leasing out technology, brand partnerships, platform development, providing services to existing companies** and OGenie continued to serve as a **virtual travel assistant**.

## c. The rebranding process

The rebranding process started with creating **a new logo** for the organisation which was more **modern**, looked **tech savvy** and **fluid** as opposed to the old “**elite**” looking logo which **appealed more to the older generation**. Elements such as the colour palette, typography and iconography help to build a consistent brand environment. These elements help customers recognise the brand even if the logo is not present.



Colour palette

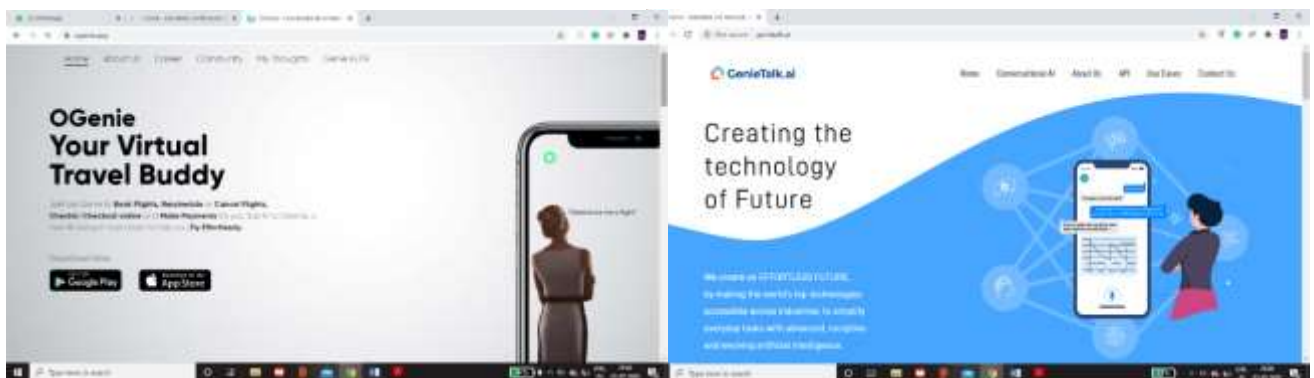
### Primary colours

GenieTalk Blue (Pantone 294 C) is the main colour of the GenieTalk identity so it has the strongest presence on the brand.

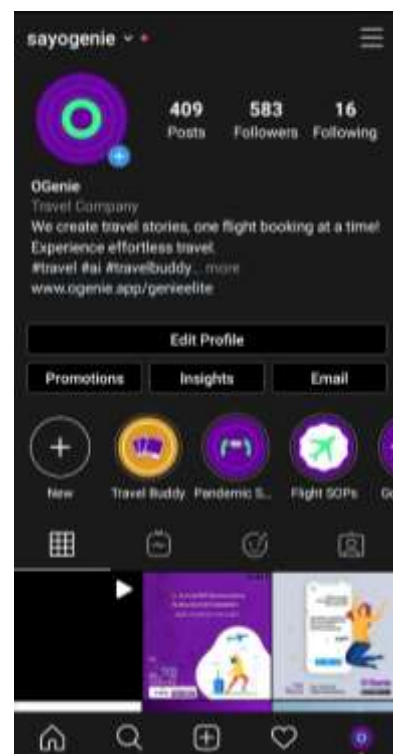
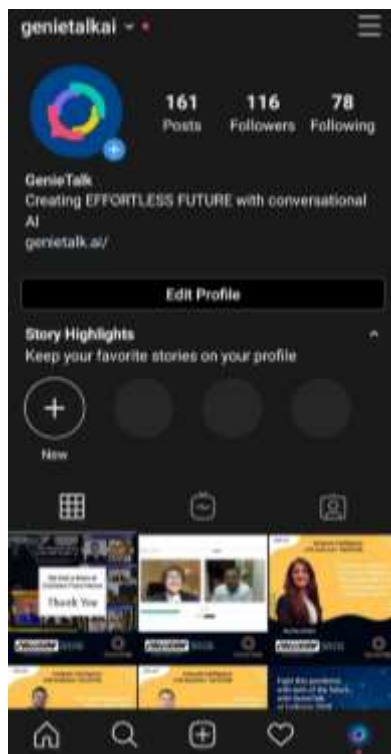
### Secondary colours

These colours provide flexibility when you need to present a large variety of elements. They should be used to accent the primary palette, never dominate the palette.

A new website was built for GenieTalk, to establish a **separate distinct identity**.



Also separate social media accounts were made for both.

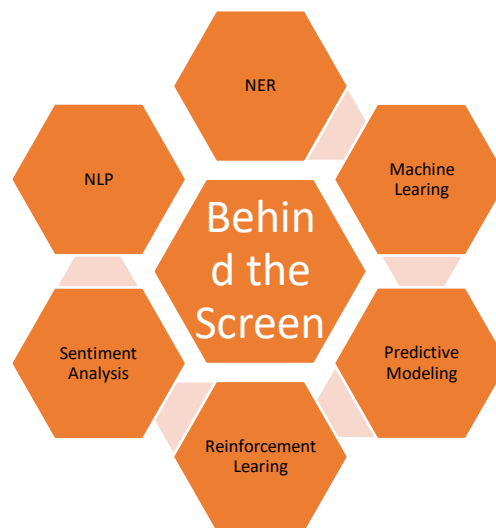


Both the websites have very distinct look and feels to them. While OGenie's website is more about its **services and ease in usability**, GenieTalk's website focuses more on the scope of its technology, the language is more **jargon filled** and is very heavy on its **usage of data and numbers**- all of it to appeal more to its business customers.

#### **d. Products/ Services**

##### **Technology**

The company has created a conversational AI which goes beyond rule-based chatbots. It provides **interactive** and **intuitive** 'Human-in-the-room-Experiences' using **Deep Learning Algorithms**.



Competitors like MakeMyTrip and other OTAs use the following model-

**Customer -> OTA -> GDS -> Airlines/Hotels.**

OTAs get pricing and availability data from GDS(Global distribution system ). GDS hold the inventory for airlines and hotels. When a booking is made on an OTA, it books the inventory on the GDS which in turn makes a copy of the booking PNR on the actual airlines registry.

There are four major GDS worldwide

1. Sabre
2. Amadeus
3. Worldspan
4. Galilep



MMT currently uses Amadeus

### Product Description:



At the moment, the company's major product is **OGenie**, a conversational AI app for **travel** where you can book a flight, check-in, cancel/reschedule just by few voice commands, one of the first **transaction based AI platforms** in the world. The bot is able to-

1. Understand the intent of the customer
2. Identify the right result
3. Display the relevant result
4. Book the shortlisted option in less than 30 seconds
5. Check-in with a voice command in less than 10 seconds
6. Book preferred seat and meal
7. Aid boarding and provide alerts and notification



Under this it has its basic product and its premium version of Genie ELITE. Genie ELITE is in its final phase and the company has already started marketing it to **corporate travel desks** and **travel influencers**. This service will be available on the existing app but could only be availed on paying the **subscription fee**. The Genie Elite service lets you-

1. Avail discounted cancellations
2. Unlimited free rescheduling
3. Complimentary seats
4. Complimentary meals
5. Reward points

### Services

The services are provided to its B2B customers and primarily comes under GenieTalk. They aim to build a customised voice operated bot for their client which will suit their unique needs while also being relevant to their industry as a whole.

The following industries have been targeted by GenieTalk-

- Banking and Financial Services Industry
- Healthcare industry
- Automobile industry
- Gaming industry
- Retail chains
- Local retailers and kirana stores
- E-commerce
- Super apps which would integrate multiple platforms
- Education industry

The types of services they provide, broadly fall under the following-

- Conversational AI as **Software as a Service** (SaaS)- Chatbots/Voice Bots to companies in other verticals.
- **Natural Language Processing** (NLP) and **Named Entity Recognition** (NER) technology as SaaS to other companies.

### **e. Market and Competition**

The parent company Genie Talk is an **Information Technology** company, while its main product OGenie identifies itself more in the **Travel** industry, specifically- **Travel Bookings**.

#### **Business Scope**

The company has a scope in **leasing out its technology** to players in other industries who can adopt AI chatbots to transform their businesses. Some of these industries would be- **banking, healthcare, cab aggregators, education and retailers**, apart from transforming the travel industry itself.

Understanding the competitive positioning of the company using **Porter's 5 forces**

1. **Competition in Industry:** High Competition, moderate differentiation
2. **Threat of New Entrants:** High threat from new entrants
3. **Threat of substitutes:** Low threat of substitutes
4. **Bargaining Power of Buyers:** High bargaining power
5. **Bargaining Power of Suppliers:** Moderate bargaining power

The company would have competitors in two different sectors- AI (or voice based AI) and Travel.

### Voice based AI-

While **Google Assistant**, **Siri**, **Alexa** and **Bixby** can be considered competitors of OGenie as Virtual Assistant, they have been available for much longer than the app and belong to companies based outside India.



OGenie VS Competitors

While for Genie Talk the international competitors would be **Rasa**, **Cline**, **Botsify** and the Indian competitors would be **Solveda** and **Haptik** amongst other smaller players.

### Travel Booking

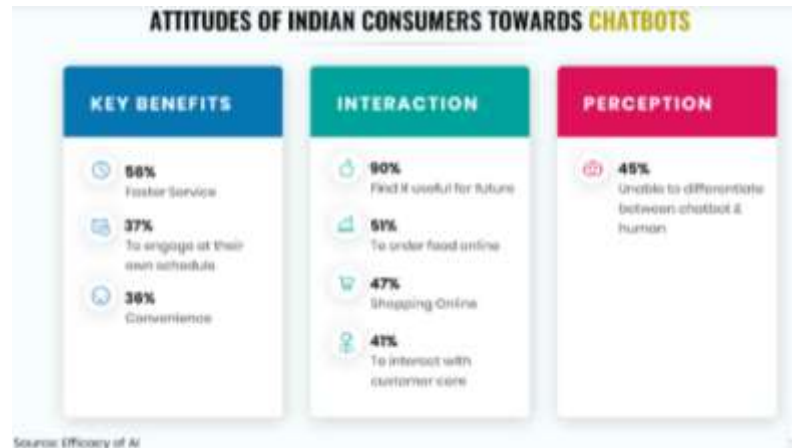
The Major competitors in this segment are **MakeMyTrip**, **Yatra.com**, **EaseMyTrip** on the domestic front and **Klook** and **Hopper** on the international front. But all of these platforms are not AI based. **Eddy Travels** is a Lithuanian app which is a direct competitor to OGenie in this segment- it also an AI based travel assistant bot. A direct competition for Genie Elite, the premium flight booking services is **MMT Black**- the premium services offered by MakeMyTrip. In 2019 online travel booking business in India was worth **\$2 billion**. Although this number is only about **10-15%** of all the travel bookings since majority of bookings were still done by travel agents. Out of the 150 million Indians who are economically well-off to travel only **35 million** interacted with MakeMyTrip, the biggest travel booking platform. But this small bunch of travellers are also extremely tech savvy- **69%** of them used voice search platforms like Apple Siri, Google Home, and Amazon Alexa- indicating that OGenie

as a voice assistant capable of carrying digital transactions has a huge scope of penetrating the market.

But the global pandemic has hit the industry hard with almost all the travels on halt, according to an estimate by Indian Association of Tour Operators (IATO) hotel, aviation and travel sector together would incur a loss of around **INR85 billion**. The aviation sector, where OGenie is present at the moment, is expected to shrink by up to **25%** in 2020 according to World Travel and Tourism Council (WTTC).

### AI Voicebots/ Chatbots/ Virtual Assistants

The AI chatbot industry is worth **\$3.1 billion** in India despite being at a nascent stage. According to a research published in 2018, nearly **1 in 4 customers have interacted** with a chat bot at some point, and this number is only bound to increase. But the attitude of



Indian customers is changing towards chatbots, and almost **43%** of them feel like a chatbot, when developed and executed well, can replace human interaction.

According to reports by Google, already, **30%** of queries in India are voice-based, with voice queries in Hindi growing annually by **400%**.

In a survey by Customer Experience Trends Report 2019, **80%** of the surveyed businesses are planning to release their own chatbots, Genie Talk can bank on this to provide an already built platform which companies will have to be used readily. This industry is only poised to rise with the advent of low-touch technology post Covid-19, as many businesses will try to adopt it to survive.

Major Players	Country of Origin	No. of Users	Revenue
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	Voice Assistants	Siri	USA	500 million devices	No individual data
		Google Assistant	USA	1 billion devices	No individual data
		Alexa	USA	100 million + devices	\$4.7 million
	Chatbot Service Providers	Clinic	USA	10 million users	\$5.6 million
		Rasa	USA	N/A	<\$1 million estimated
		Haptik	India	100 million devices	\$12 million
	Online Travel Aggregators	MakeMyTrip	India	7 million monthly users	4,814.55 crores INR
		Yatra	India	7 million (in total)	731 crore INR
		Cleartrip	India	120,000 daily active users	\$1.5 billion

#### f. Customers

1. **B2C:** The direct customer base are **frequent flyers, tech enthusiasts, Millennials & GenZ** who can be early adopters of the product OGenie application.
2. **B2B:** The technology is in talks to be sold based on a model where it is customised to **provide APIs** or software as a service (SaaS). This would help it expand its reach in domains other than travel and help these companies integrate AI in their systems.

Under B2B they have two main target groups-

- **Established corporate giants** like PayTM, ICICI Bank, Sodexo, Freecharge, Aditya Birla Group, etc. who are looking to **modernise their business**. Some of them would use the technology to **advance their user platforms/apps** while others would want to **integrate it with their internal systems** for their employees.
- The second target group is **smaller businesses** who due to the pandemic realised that **low touch economy** is the way to go and want to be the trailblazers in their segments by adopting AI first **at a lower cost** than what would be available to them through GenieTalk's competitors.

## **PART B**

### **a. Introduction**

My project titled "Holistic Marketing Internship" was a type of "**Experiential Learning Project**" (Type – III). While I did not have a focused project to work on I could observe, experience and learn from the working of the organisation and its culture. It was a more diverse experience which allowed me to learn a variety of things about establishing a startup, expanding, diversifying and crisis management.

### **b. Objective**

The objective for this project/ internship for me was to bridge the gap between academic learning and the implementation of that hypothetical knowledge in the practical world of modern corporates. During the course of the internship I tried to address several of my competency areas and wanted to actively contribute to the company's objectives by applying the knowledge I obtained during my education such as the important aspects of marketing including marketing communication, advertising, PR, social media management, written communication, Business to Business communication, startup growth and multichannel marketing.

### **c. Brief Overview of Work**

I work with the Marketing Department under their **Communications team**. The Communication Team is divided into two parts- **content writing** and **social media**

**marketing.** While I am mainly involved with Social Media Marketing team, I also do some content writing. The project also involved tasks from other aspects of marketing like marketing research, B2B marketing, etc.

### **Daily Tasks**

- Handle the organisation's Instagram Page.
- Engage with audience through regular commenting, direct messaging and content marketing.
- Designing content for the page, both stories and posts which engaging and relevant.
- Exploring hashtags and trending marketing.
- Organic marketing on LinkedIn and Quora, mainly related to the aviation and tourism industry

### **Phase 1**

This period was about getting acquainted with the organisation, their day to day tasks and functions and getting initiated into the domains we were assigned. The tasks included-

- Designing a generic social media plan and calendar applicable over all the channels
- Creating database of potential business leads on LinkedIn, Twitter and Instagram
- Designing an omni channel promotional link
- Designing social media campaigns
- Content writing for different social media channels
- Designing posts for the channels

### **Phase 2**

This phase included work divided into primary and secondary tasks. Primary tasks were specific to individuals based on their domains and had set targets. The secondary tasks were common for all the interns and let them have a feel of the work done by the other interns. There were also learning sessions organised by the organisation where mentors took classes on different aspects of marketing for the interns.

Primary tasks-

- Complete access to the Instagram handle, with a set KPI of 1% daily growth and 5000 impressions
- Routine tasks included engagement with potential customers, designing and updating stories and posts
- Influencer marketing: approaching travel based influencers and pitching them the product OGenie so that they promote it
- Creation of assets, use cases, and content for marketing pitch of the technology to other companies
- Researching on competitors and new business avenues
- Creating content for the blogs on the website and website designing and analytics
- Responsible for a viral marketing campaign, curating user generated content, working on one to one pitching and CRM

#### Secondary tasks-

- Market research for influencers, potential contacts for influencers, collaboration, investment and pitch.
- Keyword analysis for blogs, articles etc.
- Google Analytics analysis for the purpose of understanding the conversion patterns
- Created data crucial to train the AI-algorithm in conversations for cab, hotel and flight bookings.

### **Phase 3**

Started recently, for which teams were divided into different sections- the already existing product, B2B marketing, research, tech development. Being a part of the communication team I have some task or the other in each of these different sections, which provide a holistic learning environment.

- Working on new engagement plan, improvising feedback loop and strengthening brand voice
- Planning, conceiving, promoting new marketing campaigns and executing them to term.
- Exploring how influencer marketing can be used to the maximum potential for the upcoming campaigns
- Increased brand presence on LinkedIn and one to one interactions with customers



- Interacting with third party promoters and other marketing interest groups who can help the brand grow
- Starting with Blog writing and learning more about SEO
- Working on NextThreads- a platform for promoting AI in India through podcasts, books, blogs, YouTube videos and Live Events
- Working more on Customer Relationship Management through direct interaction with customers on the social media channels by addressing their issues
- Working on Public Relations to get more organic growth through new techniques like launching Virtual Reality filter for social media, working with other websites in tandem.
- A major task included working full time on COLLISION- one of the biggest technology summit in the world.

#### **d. Methodology**

The methodology for this project was a mix of ethnographic study and journal maintenance by being a part of the observation group which was the organisation and its members itself. This allows for more flexible way to observe the subjects and helps reduce bias. But considering that most of the work was carried out remotely it is difficult gauging everything accurately and it is definitely no substitute for in-person observation.

- **Company-image from inside**

The organisation views itself as the thought leaders in the field of Artificial Intelligence in India. They are committed to giving people a completely effortless way of doing things, be it travelling, getting information or making transactions and envision a world where people can simply talk to technology, as they would to a friend, to get things done. The company calls its employees “**Genieuses**” and describes them as “ambitious, possessing great intelligence, and a vision to make technology as effortless and human as possible.”

- **Self-image of employees**

All employees whether at lower or higher level view themselves equally and as vital part of the organisation. Even interns are encouraged to pitch ideas and speak openly

with senior management if they believe it can help the organisation. This boosts the self esteem of the employees and leads to better productivity and work quality.

- **Employee satisfaction**

Considering the low attrition rate of the organisation and the sheer belief of all the employees in the revolutionary and transformational power of the technology is a proof of the high employee satisfaction. Independent thinking is rewarded and encouraged and generally yields positive results.

- **Effectiveness of instruments for motivating employees**

Throughout the lockdown to maintain the culture of the organisation even while working remotely, certain measures were taken to ensure it- daily morning scrums where every department got together to discuss the results of their work done yesterday and their tasks for the day ahead. Monday morning scrums were done where the entire organisation would have group video calls so that everyone would know what the other teams were working on and did not feel alienated. On Saturdays they had town hall meetings where they would talk about things other than their projects and discuss and deliberate on the latest technological innovations they have come across.

Before the pandemic, apart from the regular organisational activities, employees also indulged in regular team building activities like a 15 minute dance session at the end of every work day or a welcome desk plant for every new employee and team outings fortnightly where they could let loose. All these things contribute to higher satisfaction and more trust between co-workers.

- **Power equations and hierarchy**

Genie Talk has a non-hierarchical and horizontal structure. The company is broadly divided into four divisions-

1. Partnerships and Sales
2. Product and Marketing
3. Finance and Investor Relations
4. Technology

These four departments are further divided into smaller sections such as **android, ios, php, Brain**, etc. for Technology; **tech sales, corporate sales** and **chat support** for Partnerships and Sales; **social media, influencer marketing, affiliate marketing, reseller marketing, YouTube marketing** and **content development** for Product and Marketing team.

The team is also aided by a group of external mentors who are all renowned authorities in their fields and are well-adept in their areas of expertise and they aid with resources and their guidance whenever it is required.



- **Work culture – co-operation, creativity, openness, transparency, etc.**

The company believes in encouraging its employees to take risks so that they experiment more and come up with more innovations. They have an open door policy to encourage discussion and follow a community like living which is informal but also encourages taking responsibilities. The core values of the company Genie Talk is openness. They believe in constant learning and upgrading of skills of all its members. They also believe that a happy and friendly team can build a friendly bot. The company also puts all its female employees on the forefront and regularly celebrates them.

- **Sources of conflict**

The major sources of conflict that I observed happened between sub departments or teams under the marketing department because of competitiveness. When different teams handled similar projects internal conflicts arose because each team tried besting the other eg. I observed this majorly when the influencer marketing program was introduced and both the influencer marketing team and the social media team were working to get the project afloat. Another source of conflict was deciding the future roadmap for the company, every manager had a different vision and a different opinion on how to go about it. Talking extensively about it with internal pitching was the method the organisation chose for resolving conflicts.

- **Sources for opportunities for company**

Following economic policies can be a big boost for the AI industry-

NITI Aayog talked about a **National Strategy for Artificial Intelligence** in June 2018 where it identified priority areas for AI in India, potential sectors where it can be adopted and recommendations to the Government of India. It also proposed **Rs 7,500-crore** plan for Artificial Intelligence push which is estimated to add **\$957 billion** to India's GDP by 2035 and boost India's annual **growth by 1.3%** by 2035.

OTAs in India-

1. Should have a minimum Paid up Capital of **Rs.1.00 Crore**, duly supported by the latest Audited Balance Sheet / certificate of the Statutory Auditor of the firm.
2. OTA should be an income tax assessee and should have filed Income Tax Returns for the last 2 assessment years.

Following economic policies can be a big boost for the aviation industry-

1. Under Union Budget 2020-21, government presented Krishi Udan conspire on both
2. local and global courses to help farmers in shipping rural items and improve the item
3. esteem.
4. According to the Union Budget 2019-20, government will advance airplane financing
5. and renting exercises to make India's flight advertise confident.
6. In February 2019, the Government of India endorsed the advancement of another
7. Greenfield air terminal in Hirasar, Gujarat, with an expected speculation of Rs 1,405
8. crore (US\$ 194.73 million).
9. As of January 2019, the Government of India is taking a shot at an outline to advance
10. residential assembling of airplanes and airplane financing inside the nation.
11. In January 2019, the legislature sorted out the Global Aviation Summit in Mumbai
12. which saw support of more than 1,200 representatives from 83 nations.
13. In January 2019, the Government of India's discharged the National Air Cargo Policy
14. Outline 2019 which imagines making Indian air payload and coordination the most
15. productive, consistent and cost and time compelling all inclusive before the finish of
16. the following decade.
17. Local Connectivity Scheme (RCS) has been propelled.

Other opportunity drivers for the company-

- a. Low touch economy and work environment post Covid-19: The Low Touch Economy is the new state of our society and economy, permanently altered by Covid-19. It is

characterized by low-touch interactions, health and safety measures, new human behaviors, and permanent industry shifts. The Low Touch Economy is here to stay. It offers unseen opportunities for innovators to make moves.

**b. Provide competitive advantage to clients:**

1. NLP, NER and Machine learning will help the users to have natural conversations over voice.
2. Cognitive problems are dealt with ease in order to provide commercial solutions to the clients.
3. True conversational AI provides intuitive tailored conversations, engaging the customer.
4. The well-defined predictive modelling provides enhanced customer experience.
5. Solutions can be customised to industry specific needs using reinforcement learning.

**c. 70% of searches are believed to be voice-based by 2022: Google is predicting that India will soon become the world's first voice driven Internet market.**

1. 55% of all searches will be voice searches by 2020. Voice-based shopping is expected to jump to \$40 billion in 2022.
2. 50% of teenagers are using voice search on a daily basis. 2 in 5 adults use voice search once daily.
3. 60% of end travellers said they would be open to using a chat platform to search or book trip
4. Around 60% of millennials already use chatbots regularly to purchase basic goods.
5. 80% of customer interaction will be handled without human agents by 2021

**d. Government platforms**

**e. Integration with other disruptive technologies- IoT, Big Data, Robotics, image recognition etc.**

**f. Multilingual platform**

• **Issues for future competition**

- a. Similar technology being created by bigger players
- b. Open source platforms providing similar tech
- c. Ethics of using the technology

- d. Privacy issues
- e. Adaptability, especially amongst middle agers
- f. Restructuring of workforces
- g. Apprehensiveness of AI i.e AI vs Human Workers

- **Discussible vs. Non-discussible issues**

The issues which were considered discussible were mostly about how a task could be handled or other work related issues. Personal animosities and inter and intra team conflicts were never discussed openly.

- **Early warning signals**

The OGenie app's low performance due to pandemic is a big red signal for the company. The awareness about the platform is low and the understanding about it even lower. Users don't get an opportunity to use it and most of the times prefer using the competitors due to an inherent hesitation about talking to their mobile and electric devices.

## **e. Observations**

The organisation adapted very easily to an unprecedented situation highlighting its strong commitment towards work and preparedness to take on challenges. When most startups struggled to stay afloat, the organisation managed to completely reorient itself and emerge stronger.

## **f. Critical Issues**

### **1. Low sales because of lack of brand recognition**

The company has not received the adequate amount of funding required to carry out its marketing. Most of the funding that it has received has been put into R&D leaving it with negligent money for advertising. Genie Talk needs to rely on organic marketing to grow its reach- Social media and Word of Mouth publicity will are the two most powerful tools for it. While advertising on social media also requires money, using personal networks and keying in on viral trends is a good way to do it free of cost. If the content being put out is catchy and relevant then people would recognise and use the brand. Word of mouth and referrals to personal network can boost your brand recognition if the product is robust.

### **2. Big hit to travel industry because of Covid-19**

While most of the travel, especially leisure travel will stop for almost a year corporate travel will resume soon after the lockdown. Targeting corporate travel desks would be

one business opportunity. Other would be targeting other parts of travel like making check-in, cab booking, luggage tracking and customer service and improving those using our tech.

### **3. Monopoly of tech giants**

Significant rivalry in this industry is with tech goliaths like Google right Assistant, Alexa, Siri. But despite their formidable names, deep pockets and deep market penetration, none of these platforms have the feature to enable transaction without switching platforms. Genie allows transactions along with searches in a secured payment gateway. This serves as a major differentiation factor from other voice assistants and proves to be a competitive advantage.

### **g. Suggestions**

The company needs to address the following pain points to emerge stronger-

- Low funding
- Low tech literacy in target market
- Presence of tech giants like Google and Apple
- Less number of users so no feedback on robustness of the AI
- Multi-lingual capacity
- Weak understanding of the whole range of human emotions
- Inherent need for human interaction

### **h. Conclusion**

The organisation's culture is a driving force for the constant innovation they strive for. Being part of two extremely competitive and volatile industries GenieTalk and OGenie have managed to survive because they take chance on all the ideas that they come across and see obstacles as opportunities.

## **PART C**

### **a. Learnings**

#### **1. Social Media Marketing**

Since I was a part of the Social Media team, the bulk of learning was also in this field. While I had learnt the differences in marketing over different platforms in theory, the reality was different from it. Social media is an ever evolving field and

with every new update on a platform you need to tweak your strategy to promote yourself better. I also learned the difference in the audiences on different platforms and how the same person could be looking for two different things on two different platforms. SMM also taught me more about building the brand voice and more than that understanding a company's brand voice and a product's voice and delicately balancing them while promoting them. I also learn about a lot automation tools, SEO tools, planning tools and other hygiene tools like Twinybot, Hootsuite and Buzzsumo.

## **2. Market Research**

Preliminary qualitative market research was a substantial, even if not the main, part of our internship. We did customer surveys to better understand our audience and their perception of our product and the brand, research on different verticals where the organisation can expand, the scope of the technology of the organisation, how a global economic blow can change the market's condition. We also researched about the competitors- their strategy, financing models, their customer base, etc. to better understand our market. Some research was also put into identifying persons of interest for an AI developer, for finding potential investors in the business and other emerging players in the market.

## **3. Strategy Making**

The company had a good understanding of themselves, their strengths and weaknesses and everyone from the upper management to the interns kept themselves abreast with the developments in the volatile market so that they can adapt accordingly. Going with a stagnant strategy an policy van stunt the growth of an organisation and frequent internal audits are required to better facilitate he growth. The company very smoothly transitioned their company structure and transferred manpower based on the needs of the hour. And sticking to an open and horizontal structure for the organization helped them better tweak the strategies.

## **4. Crisis Management**

When my internship started it had been just a few days of the national lockdown for preventing the spread of Covid-19. And while no one had anticipated how long it will last for, one thing was sure that leisure travel would be on pause for the foreseeable future (for at least a year) and when it resumes it will be changed drastically. The organisation tried predicting the new trends that might emerge post lockdown and aimed to target their marketing efforts there and monetize those



aspects before competitors eg. Corporate travel desks, touch less travelling, live updates and guide on air travelling. They also immediately looked to expand to other verticals since the organisation was on survival mode and managed to attract clients in other sectors such as banking and retail. Their quick response helped them survive through the tough times.

## 5. Insights about Managerial Role

### 6. Proof of Work

#### 1. Developing use cases for the website and for external pitching-



#### 2. Social Media Management

I had a set KPI for handling the Instagram account of OGenie-  
**ENGAGEMENT**

- 20 Conversations on Instagram including replies, DMs.

#### **VIRAL CAMPAIGN**

- Making Challenge **#TravelBuddy** Viral, by organically tagging people in your own network.
- The campaign will run for 15 days
- Multiplying audience for the social media content in terms of sharing posts, inviting followers on Instagram

Let's talk numbers

- 500 likes
- 50 comments
- 1000 participants.
- 10000 engagement /impressions

## KEY PERFORMANCE INDEX

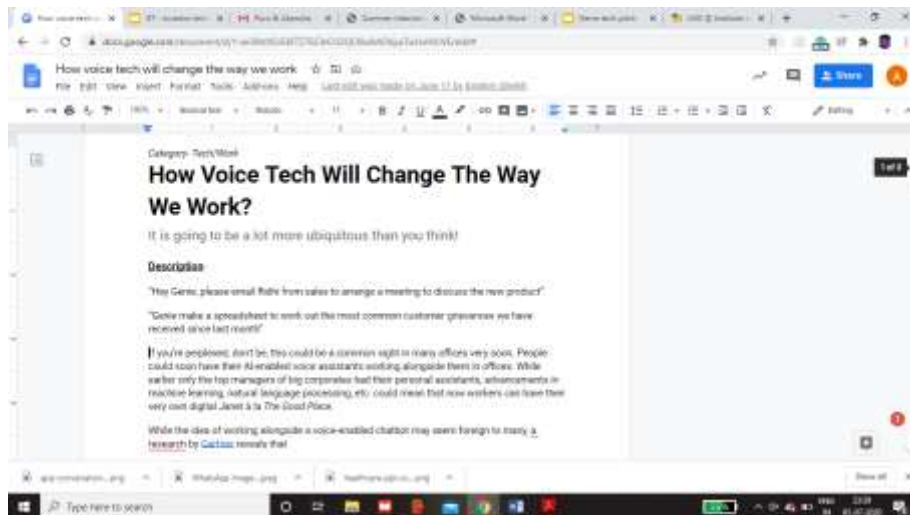
- **Genie ELITE Membership** through **WHATSAPP MARKETING**
  - All Assets with content will be provided
  - Absolutely no use of Social Media
  - Can use personal DMs/Mails on professional networks
- Generating organic follows with a ratio of increment of **1% everyday**.
  - With current number of followers it would 4/5 followers a day
- **200 new followers** on Instagram in next **4 weeks**
  - This would be by pushing personal network
  - By engaging with Groups/Pages/influencers
  - Various Guerilla Marketing tactics

During the period I was handling the Instagram handle for OGenie, it experienced an exponential growth of 1% every day.



### 3. Content Writing

I wrote for Quora, LinkedIn and the company's website blog.

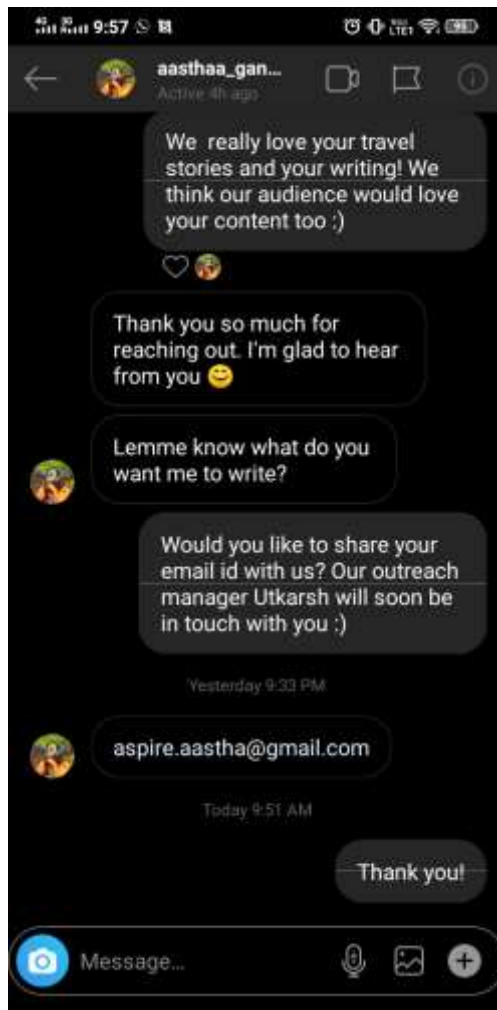


#### 4. B2B Marketing Pitch

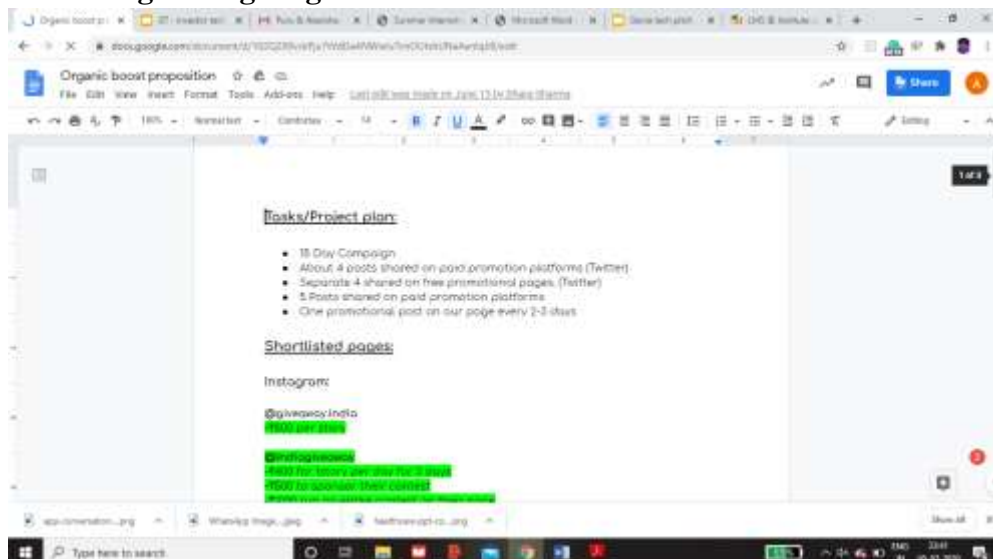


#### 5. Influencer Marketing

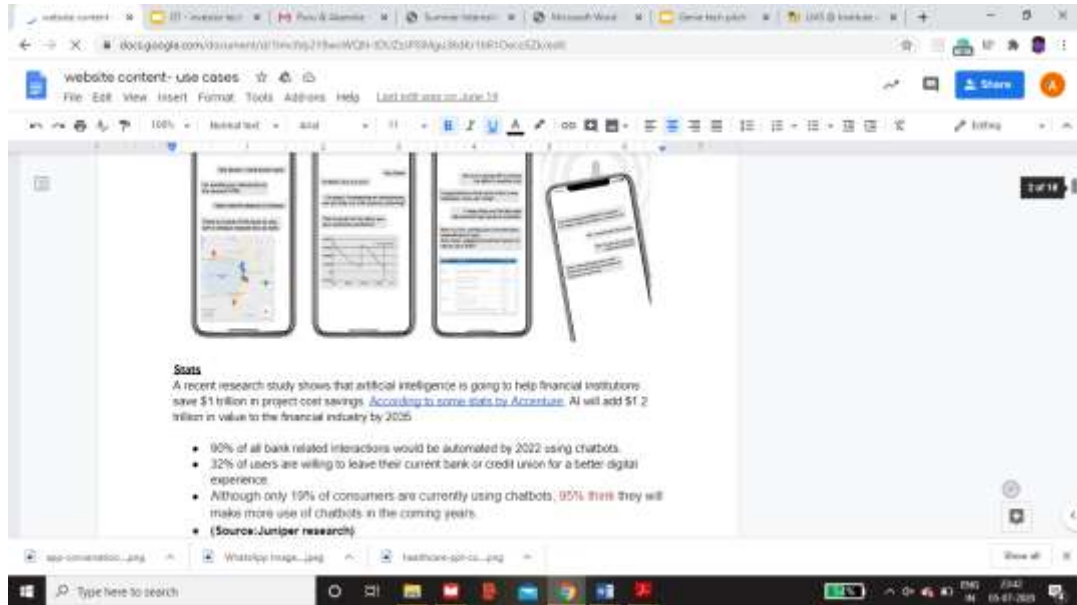
My task mainly included interacting with influencers to get them on board for promoting our product.



## 6. Marketing strategizing



## 7. Website content creation



## ANNEXURE



Date: 18.06.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Akanksha Shah** has worked as **Marketing-Intern** with **GenieTalk Private Limited** from (06.04.2020 to 05.06.2020) as per the personnel files and company's employment records.

During her internship, we found **Ms. Akanksha shah** to be a professional, knowledgeable and result oriented with theoretical and practical understanding of work requirements. She has successfully completed all her job responsibilities.

She has a friendly, outgoing personality and works well as an individual or member of a team as required by the management.

Overall, **Ms. Akanksha Shah** performed her duties cheerfully with attention to details all time. With her enthusiasm to work, learn and progress, we are certain that she would make a great employee to any enterprise.

We wish her all the best in her future endeavours.

For GenieTalk Private Limited

Vivek Jain  
Director



### Letter of Recommendation

Date: 28.06.2020

Internships aren't designed to be easy, it's the first window to your corporate life. This is where you decide if you want to fight or retreat from the corporate battlefield.

At OGenie we didn't have it any different we made sure that whatever time our interns spend here they are thoroughly prepared, grinded & nurtured for the real life ahead... And we are glad to inform, that Akanksha Shah has happily passed all our expectations and is incredibly capable, proficient & hardworking.

Akanksha is definitely a team player, her creative process and keenness to learn marketing is commendable. She is dedicated, diligent and a delight to work with!

In the end, we would like to say it was a delight to have Akanksha shah as an intern with us from April 6<sup>th</sup> 2020 to June 5<sup>th</sup> 2020, we highly recommend her/him & wish very well for the future.

For GenieTalk Private Limited

Vivak Jain  
Director

### Genietalk Private limited

Regd. Office : Technopark, 74/71 C Cross Road, Opp Gate No 2, Seepz Andheri East Mumbai City MH 400093 IN  
Corporate Office : 2nd Floor, BCC House, 8/5/5, ManoramaGang, Navratna Bagh Road, Indore, M.P. 452001

☎ 0731 4940333

📧 [finance@ogenie.app](mailto:finance@ogenie.app)

🌐 <https://ogenie.app>

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