NIRMA UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE

Summer Internship Report 2020

'GenieTalk Private Limited'

GenieTalk

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TITLE PAGE

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- **Project title**: Partnership & Alliances.

- **Date of report:** 5 July 2020

- **Purpose:** To maximize the sales of their Elite Membership with the help of Reseller Marketing and Affiliate Networks. The aim is to provide a good reach of the brand name and increase their user base and revenue.

- **Submitted to:** Prof. Harismita Trivedi

Acknowledgement

The satisfaction and euphoria that accompany the successful completion of any work would be incomplete without mentioning few people who made it possible, whose constant guidance and encouragement crowned my efforts with success.

I sincerely thank, my mentor, Prof. Harismita Trivedi, Institute of Management, Nirma University for providing me with an opportunity to carry out this assignment. I would also like to thank the institute for providing facilities required to conduct this task.

I would also like to thank my organisation guides, Mrs. Ruchika Drabla whose constant support and guidance enabled me to successfully complete my internship in the organisation.

EXECUTIVE SUMMARY

AI-based startup company - GenieTalk Private limited, operating mainly in the travel technology sector. They recently launched the OGenie app - the chat travel booking app. As a marketing intern, the internship mainly includes working together to increase brand awareness and expand the audience by collaborating with resellers. The company has a very healthy and friendly work culture, allowing employees to work together to achieve the company's own expectations. The company's high adaptability puts it ahead of its peers and competitors in the market. In the face of competition from established giants and new age organizations, the company is doing well and has taken a big step forward. In the long run, taking a few steps in the right direction will make the organization an important player in the industry. The internship not only gave me great opportunities for self-learning, not only technical knowledge, but also rich social skills, which made me grow and understand the company's work in a very interesting way. When I enter the corporate world as a professional, it will help me in the long-term development of the future.

PART - B

1. Introduction

Organization: Genie Talk Private Limited

Location: Indore (Currently Work from Home)

Organization Guide: Mrs. Ruchika Drabla (Growth & Marketing Head)

About the Company:

GenieTalk Private Limited is a technology based start-up that aims to give people a completely effortless way of doing transactions with the help of Conversational AI built on Natural Language Processing (NLP) and Machine Learning. The company aims to deliver all the transactional desires like travel, food, entertainment, bill payments, etc, on one platform with an intuitive and unified interface and intelligence in the near future. It is similar to Siri, Google Assistant and Bixby in voice-based technology but it is confined to travel sector and has an expertise in it.
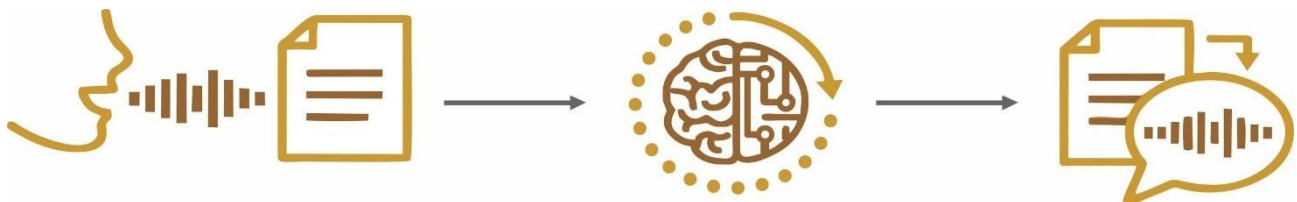
Moto:

Effortless Future.

GenieTalk had its inception from an idea that developed amongst the co-founders in June 2016. They commenced working on growing the technology and roped in all the experts and investors along the way. They developed their technology and a road map of implementation of services into various verticals. Due to the pandemic that occurred in this year, they were not able to achieve the target of launching hotels segment with the help of AI and are now working at a good pace to achieve the target. Currently, they are going ahead with their travel tech application. The product Road Map is shown below-

Road Map:

Product Roadmap
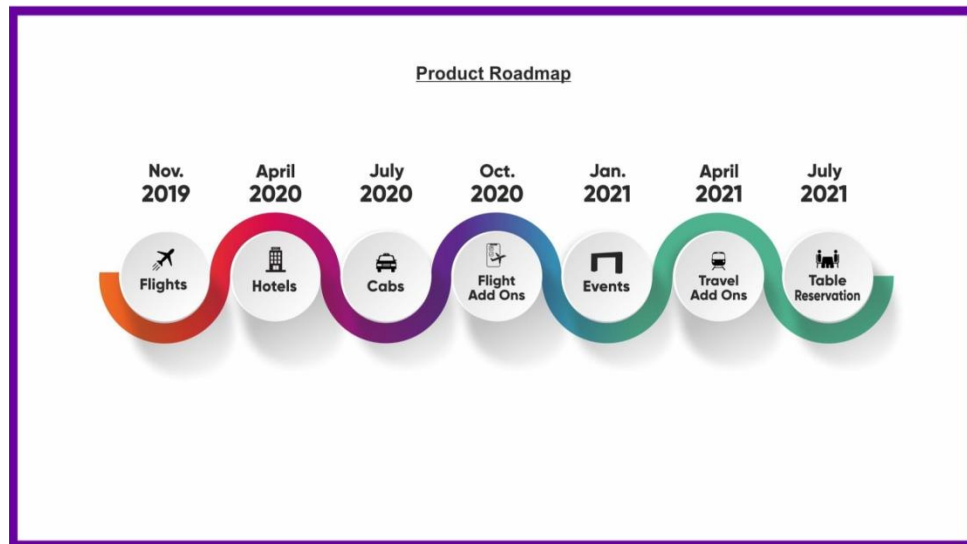
According to their first achievement, they implemented their technology in AI sector. They created travel tech application, **OGenie** which helps in booking flights tickets with the help of Conversational AI. They felt that it should have a companionable look. Therefore, they created a logo and a tagline of the product and changed it from GenieTalk -Your Virtual Assistant to OGenie-Your Travel Buddy.

Company   *Product*

Product View:

OGenie has its application available on both Google Play store and Apple store for downloading.

Understanding the situation of uncertainties like Coronavirus outbreak, that we all are facing today, led to certain worries arising, like -

- What about the tickets already booked?
- From now on, is air travel going to be so unpredictable?

These questions have become the highest raised concerns about Air Travel.

Thus, realizing the need of the hour. They launched an Annual Premium Membership Program – **GENIE ELITE** which caters to all the trouble and also provides many added benefits with offers such as *UNLIMITED FREE RESCHEDULING & DISCOUNTED CANCELLATIONS*, to name a few.

Project Objective:

To maximize the sales of their Elite Membership with the help of Reseller Marketing and Affiliate Networks. The aim is to provide a good reach of the brand name and increase their user base and revenue.

2. Methodology:

- *Research for potential industries*

  As we were handling the Reseller Marketing vertical, our first task was to identify the potential industries where we could place our membership and with the help of resellers and affiliates, we could make our membership reach out in the market. The proposition was designed in such a way that it could work on revenue sharing model.

- *Finding the Accurate Point of Contact*

  After sorting out the industries, we need to find out the right point of contact through the LinkedIn platform where we use to search with our mentor's LinkedIn premium profile as it increases the chance of getting the accurate contact to be pitched. We use to maintain Google excel sheets for all the research work. For finding the relevant contact, we use to first google the designation and the company name. For example – Alliance head at Google Pay. If we were not able to get the right contact through this method, then we try searching it on LinkedIn by putting the name of the company in the search column and then going to people option and then typing keywords like alliance, partnerships, etc.

- *Establishing a connection*

  We use to frame a request message before sending it to any person on LinkedIn. This message is common for all connections where we use to change the name of the person and company name in order to make it look personalised. On LinkedIn, we have a character limit of 300 characters while sending a note for connection. In case, we have a person with a big name, then we try to make hello as hi or may remove let's connect or try other alternatives.

- *Scheduling of Calls / Meetings*

  After the connection request is accepted, we try to conversate with the person by asking his/her well-being and after that, we try to get mail id or phone number and give it to our mentor i.e. Growth & Marketing Head and after that, we try to arrange a virtual meeting as per our mentor's request.

- *Participating in meetings and preparing assets*

  We use to arrange virtual meetings over the Zoom call on the availability basis of both the companies. Before the meeting, we use to prepare assets like use-cases, mails, and ppts for further communications. We use to participate in the meetings with both the parties where we have our Co-founders and Growth & Marketing Head and similar designation people of other companies. Sometimes, we were given an opportunity to introduce about our company. We use to make Minutes of Meeting (MOM) after every meeting.

  From here, the technology and legal team take it further for the documentation and further alliances.

Introduction to Organizational Structure & Work Department -

A brief representation of the organizational structure that is followed at GenieTalk is given below. The organization is primarily divided into 4 major departments of working. They are-

1. *Technology Department (R&D of App, Website, etc.)*

As GenieTalk is a tech driven startup, a major focus of the organization is on researching and developing their technology to keep it updated and to provide a seamless user experience. The Technology department is thus present to constantly develop the technology that is involved in the app, website and other platforms such as integration, etc. This department functions in the back-end tech development, rectification in tech errors and enabling a smooth functioning of the service the organization provides to its clients.

2. *Administrative Department (HR, Accounts, IT, etc.)*

The Administrative Department is present to maintain the internal functioning of the organization and address other work related aspects that assist other departments to function efficiently as well as manage the legal compliances that need to be met by the organization to be law abiding and have an un-interrupted working. This department consists of the Human Resource Manager, the Accounts Manager, the IT professional, etc.

3. Customer Support Department (Resolving Customer Queries & Providing Support)

The Customer Support Department is present to attend and resolve the entire customer queries that may arise, which includes app crashes, tech glitches and all the other product related queries. They also function to provide assistance to customers or app users in carrying out transactions. They basically are present to provide a satisfied and enhanced user experience. The founders pay a lot of attention to this department as their motto is to always have a happy user and impart the best user experience they can on their service and platform.

4. Marketing Department (Marketing & Sales)

The Marketing Department is my work department wherein I've interned as a partnerships and alliances intern. The department is headed by the co-founder Mr. Vivek Jain. He is a very well versed and visionary leader who understands the team dynamics as well as makes sure that every individual member of the team is motivated. Right below him in the organizational hierarchy is Ms. Ruchika Drabla. She is a very dynamic and energetic personality who keeps the team going at a fast pace. She is the Chief Marketing Officer (CMO) of the organization and basically heads this department at the employee level.

All the interns across domains have a free access to communicate to her and the organizational hierarchy is flat across various teams in this department.
The marketing team is also further divided into different teams that work on their respective domains that come under the umbrella of Marketing & Sales.

Since the organization has two fronts to its business. One being the technology front of providing the technology as a service under the brand name of GenieTalk and the other of being a travel tech or a Online Travel Agency under the brand name of OGenie.
There are two teams specially dedicated for the sales of the Tech, one functions for providing the technology as a corporate travel desk to organizations for internal functions and the other team focuses on selling the tech as a virtual assistant or Chatbot to be deployed on the websites and apps of other companies to enhance their virtual user experience and smoothen

their functionality.

Coming to OGenie i.e., their travel vertical, there are two dedicated teams under this vertical. One is the team that I was a part of i.e., that focused on sales, alliances and partnerships of their Elite Membership Offering (An Annual Premium Membership Program) and there was another team that was purely working on influencer marketing for increasing the outreach of OGenie as a service and platform as well as increasing the reach of the Elite Membership Program.

Apart from this there were two other teams in the Marketing & Sales Department that worked for both the verticals i.e., GenieTalk & OGenie. One being the communications team that managed the social media presence of the organization as well as monitored and approved all the communication that was sent out from the organization. There is another team present in the Marketing department that works on building the website, tapping investors and doing all the other miscellaneous tasks such as working on the notification and dashboard of the app, etc. These teams mentioned are the components that make up the Marketing & Sales Department in the organization.

Ethnographic Study:

During the internship period of 2 months, I have noted several studies of social interactions, behaviors, and perceptions that occur within the organization.

Being a part of startup, which has started 3 months prior to my joining, I have seen it grow and I am honored to be a small part of its journey. Mentioning about social interactions, there was a concept of 'Chai pe Charcha' which is an online virtual meet hosted by a different employee every time. In this meet, we can have conversation apart from the organizational work. I have also seen different behaviors of our team leads. Some were flexible with the timings of submission and some were rigid.

Also, I have seen employees managing more than 2 departments simultaneously. As it is a startup, there are more responsibilities and there is lot to learn from them. My mentor was handling partnership and alliances, product development and marketing altogether. Other employees do the same. I have also worked on Social Media Calendar which was not part of my job work.

Company Image from inside:

The organization is very flexible and adaptable in terms of their targets that they have planned in their roadmap. The organization was going to launch AI in hotels in April 2020 but due to Covid-19, they were not able to achieve their target and moved to other segment by selling the technology as voice bots and also started offering Genie Elite Membership. Employees are also motivated about working on new targets. But there is problem on the direction part. I have observed they try to achieve everything which is not possible and which make them lose many deals. They should go for a more detailed competitive analysis and then move ahead

The picture below is the screenshot of our first zoom meeting at OGenie. This was posted on various Social media platforms of the organization.
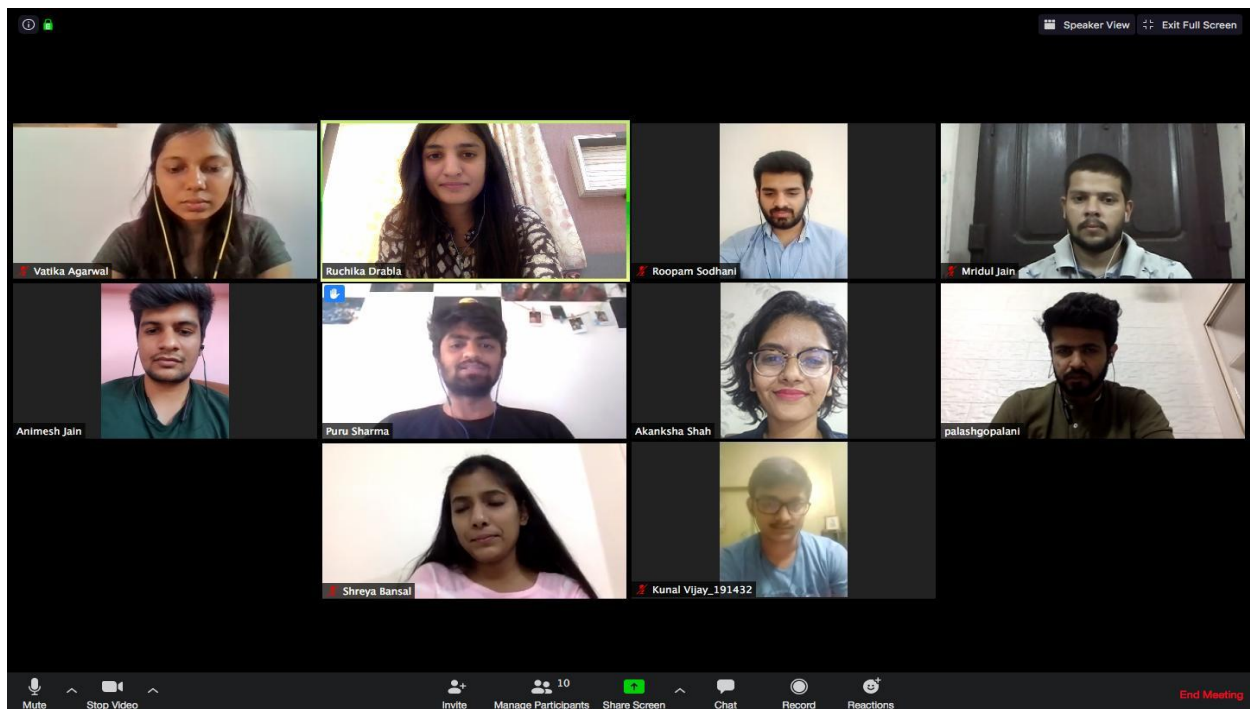

Image Source - LinkedIn

Employee Satisfaction:

Employee satisfaction is generally beneficial to your organization, but it can also be a problem if mediocre employees stay because they are satisfied and satisfied with their work environment. Factors that promote employee satisfaction include: respecting employees, providing regular recognition to employees, empowering employees, providing benefits and

compensation above the industry average, providing benefits to employees and company activities, and working within the goal framework, measures and expectations of success Active management. At OGenie, I found the level of Employee Satisfaction as medium. There was respect factor present but there was very less employee recognition. When we have completed 3/4th of our internship, they started giving recognition for our work and also tried to retain us for one additional month. I have seen employees fighting for getting credit of the work which they have not even done. Although, Glass Door Reviews are satisfactory.
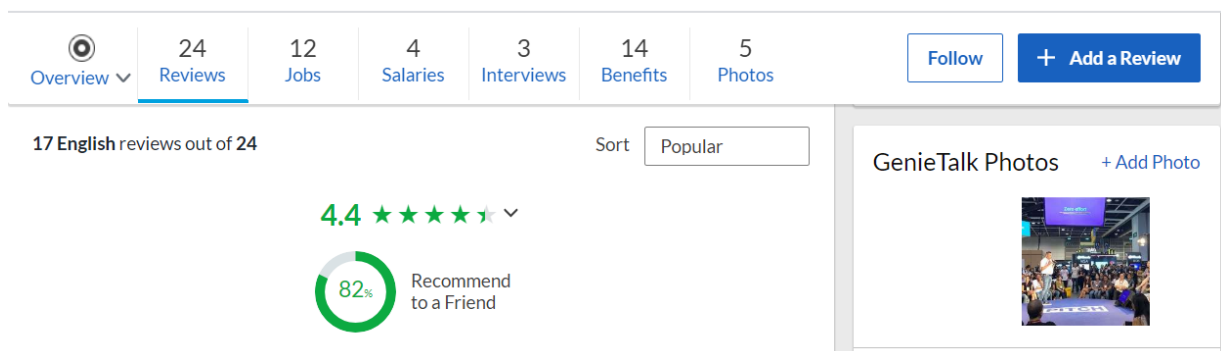
Image Source - glassdoor

Motivation to employees:

1. **Morning Scrum**: Every morning at 10 am, there is a virtual meeting with the founders where the work is discussed and new task is allotted.

2. **Informal Communication:** All the official communication is done on the Slack group and the unofficial communication is done on the WhatsApp group. The informal communication helps in a team bonding.

3. **Sharing of Articles:** Many articles are shared on the slack group which motivates employees and also enable them to think in new directions.

4. **Regularly exchange information:** When information and ideas flow from top to bottom, employees feel they are part of something bigger than themselves, and their fate is closely related to the company's fate. It also gives ownership.

Work Culture:

When I received the job description and the HR Orientation PPT from the organization, I became very excited to work with the company. We have often heard about the company's work culture while working from home. The following things are organized every day:

- Participate in a 4 min dance workout.
- Enjoy healthy and sometimes unhealthy evening snacks.
- Community like living.
- Celebration of Events and Festivals.
- Going out together for sports.

They believe in -

"We are the shapers of our culture, the workers for change, the dreamers for dream".

Power equations and hierarchy:

Leaders try to have personal power and power instead of putting power over employees. This promotes solidary leadership.

The organizational structure is hierarchical, but it also facilitates changes to obtain business flexibility and responsiveness to changes in the global market. Through this flexible structure, the company has the ability to continue to develop to provide quality travel services.

They prioritize executive control of the company's headquarters for the founders. In addition, as an online company, they are privileged to use it flexibly, based on the uniformity of the organizational structure and working methods.

Sources of Conflict:

- **Lack of Proper Communication**

  I have observed at OGenie that because of lack of proper communication, there was conflict between employees in the virtual meeting. This provides negative motivation to other employees and leads to non-achievement of targets.

- **Interdependence**

  Sometimes, level of dependency on other employees increases so much that create conflicts within the organization.

- **Goal Incompability and Differentiation**

  Organizational sources of conflict occur when departments are differentiated in their goals. Once, I was given a task to create Social Media Calendar of one month in a day. It was not possible to create within one day. I was not able to complete it and it lead to a conflict between us.

Sources for opportunity for the company:

Due to the global pandemic, many sectors have been immensely hit which includes travel sector as well. There is an uncertainty of travel as many flights are getting cancelled or postponed, here Elite Membership came up for rescue by providing Unlimited Rescheduling and Cancellations.

As the world is moving towards low touch economy, it gave the company an opportunity to expand in other verticals where our self-made Conversational AI can play a role. The company is going to tap sectors like BPOs, healthcare, banking, insurance, etc. Also, they will be following the road map which they have designed.

Issues for future competition:

GenieTalk launched their Elite Membership for a chargeable amount. Competitors like EaseMyTrip are offering those benefits free of cost. This would not allow GenieTalk to sustain in the market. Also, Competitors like Haptik and Yellow Messenger are already doing good with their technology as a voice bot, it would be tough for GenieTalk to fight in that segment as these starups are highly funded and GenieTalk is still looking for funding.

3. Observations:

Organizational Training

The purpose of Organizational Training is to develop the skills and knowledge of people so they can perform their roles effectively and efficiently. The company provided learning through practical applications from day one. They provide tasks for the day and evaluate them when completed. Continuous feedback plays a vital role in learning from mistakes. Managers and founders constantly guide the team at every step, including interns, and provide them with space to explore. In the first month, we used to have daily learning sessions and after that session, we used to have assignment submission for that. Topics related to influencer marketing, reseller marketing, Social Media marketing, YouTube marketing and copywriting were taught. We were given creative tasks like how to pitch brand and influencers, creating advertisements etc. We had classes related to Product UI / UX as well. An atmosphere of learning was created. We had team leads as well as mentors for supervision and external help.

Self - Learning

Being a fresher, this internship experience was worth everything. It taught me various organizational lessons. Major learnings I received is through observation. It helped me develop problem solving skills. I get to learn skills like time management, self-assessment and setting my own goals. I believe that I have generated strong commitment skills. Also, I started learning different courses related to my tasks which helped me work more efficiently. I have also developed habit of watching podcasts which was one of the assignment at GenieTalk. I have created an interest in technology as well.

4. Identification of critical issues or problem areas if any

Tech education & trust -According to Google 70% of the world by 2022 will shift voice-based search results while this is a staggering research we still believe the key challenge in the acceptance of such technology. Tapping the remaining 30% still is a challenge.

Funds- AI research demands funds for this technology is relatively new and expenditure on research and development of such technology that is going to revolutionise the future. As any AI start-up, OGenie is also an investment intensive unit and face challenges in terms of capital funds and incubation time periods.

Talent - Acquisition of right talent is always a challenge for a startup given you are required to balance your expenditure to revenues. Especially in an AI startup where you need extremely proficient and tech intensive manpower to make this future reality.

5. Conclusion

Since its creation, the organization has been moving forward. The baby's initial step has already taken a big leap, and the company strives to reach its peak. They have adopted several ways to advance and maintain the highly volatile market in the tourism industry. Despite the obstacles, employees are highly motivated and have a clear vision of what they want to achieve. Competition is tough, but the company floats very well among its peers and constantly improves and updates to maintain stability and increase. A healthy work culture provides great motivation for employees. Happy employees are the greatest asset of any organization. The company has set high standards in culture and growth at work. The organization offers great opportunities for interns to explore their interests and discover their strengths and weaknesses. This shows the company's support for employees. A few steps in the right direction will take the company far. The company currently needs more brand awareness. In the long term, efforts in this direction will help the company to expand its customer base and find its target audience.

Learnings

This internship not only gave me technical knowledge, but also established and improved my personal skills. Working in a travel company during a pandemic gave me experience in adapting and working with uncertainties. In such a time, working together gave me a broad idea of working and dealing with suffering. Working in college during a group assignment gave me the basic idea of teamwork with different people. But working in an organization gave me

experience working with different individuals (interns and superiors). Dealing with deadline pressure and working in this environment is enriching. After the work was completed, the appreciation obtained motivated them a lot to work harder. Establishing friendship between colleagues is another advantage of this stage. In the past two months, I have established a meaningful relationship with my boss and employees. I learned the skills to build that relationship. In addition, working conditions at home gave me an early experience in maintaining a good work-life balance.

The support and friendly work culture of my supervisor and supervisor provided me with a deep understanding of how to perform my supervisor's duties in the future. Furthermore, under the leadership of my subordinates, I know what motivates me to work and which ones do not. Therefore, this type of personal experience will help me better understand my subordinates. It acts as a medium, forcing me to leave my comfort zone and broaden my horizons by challenging myself and various situations. This helped me to grow as an individual and professional. In the beginning, it was the ideal launch pad for entering the corporate world, not only allowed me to understand this, but it also helped me to turn ordinary people into professionals. In this field, I face new challenges almost every day. Therefore, in this way, it helps me to increase the confidence of being responsible in any situation and, at the same time, exhorts me to improve myself continuously. For my career, this is an important step towards my ideal path.

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