



FINAL SUMMER INTERNSHIP PROJECT REPORT 2020

On

“Partnerships, Alliances & Sales”



Name of Organization: GenieTalk Pvt. Ltd.

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The internship experience that I had with **GenieTalk** was a great platform for learning and growth. I find myself to be a very fortunate person because I was given the chance to be part of it.

It is my radiant feeling to put my best wishes on paper, my deepest sense of gratitude to the Co-Founders - **Mr. Vivek Jain** and **Mr. Ankit Kimtee**, Growth and Marketing Head - **Ms. Ruchika Drabla**, my mentors and team leaders - **Mr. Satyarth Sood & Mr. Ibrahim Sheikh**, in different verticals for their diligent and useful advice which was highly valuable and helped me grow professionally as well as personally.

Executive Summary

GenieTalk Pvt. Ltd. is a technology based start-up that was conceptualized in the year 2016. The founders of GenieTalk envisioned a future where Artificial Intelligence based Virtual Chatbots would make life effortless by assisting in all types of transactions and functions purely based on Voice Commands. Giving this vision a reality they established a product roadmap and developed a technology that understood the true intent and feeling behind a given instruction over voice and executed the same. Their first implementation was in the Travel industry wherein they made flying effortless by launching 'OGenie' the virtual travel buddy that books flights and assists in the complete travel journey over voice commands.

The onset of the Covid-19 pandemic disrupted the Travel Sector globally and their business alike. Realizing the need of the hour, they launched an Annual Premium Membership Offering called the 'Elite Membership' which secured users from all travel uncertainties by providing benefits like Unlimited Rescheduling & Discounted Cancellations to name a few. Along with the travel sector being affected, they planned to generate revenue by providing the technology developed by them to other companies and thus make money by enhancing their user experience, keeping the low-touch economy that had developed.

I've interned for 3 months at GenieTalk out of which, for 2 months I was a Partnerships & Alliances Intern wherein my responsibility was to contact reseller and affiliate organizations to increase the outreach and sales of the Elite Membership Offering and for 1 month I was a Marketing & Sales Intern wherein I was responsible for increasing the sales of the technology developed at GenieTalk to other companies across various industries.

As a Partnerships & Alliances Intern I've successfully brought the membership live on **Airtel Payments Bank, PhonePe, Freecharge, Jio Saavan** to name a few and initiated conversations with 50+ organizations for association while pitched to around 600 organizations.

As a Marketing & Sales Intern, I've designed the campaign and participated in '**Collision from Home 2020**', An Annual International Tech Conference on behalf of the organization to increase their Tech outreach and sales as well as individually pitched to 400+ organizations.

It was a great and enriching learning experience.

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Part - B

Introduction

Organization: Genie Talk Private Limited

Location: Indore (Currently Work from Home)

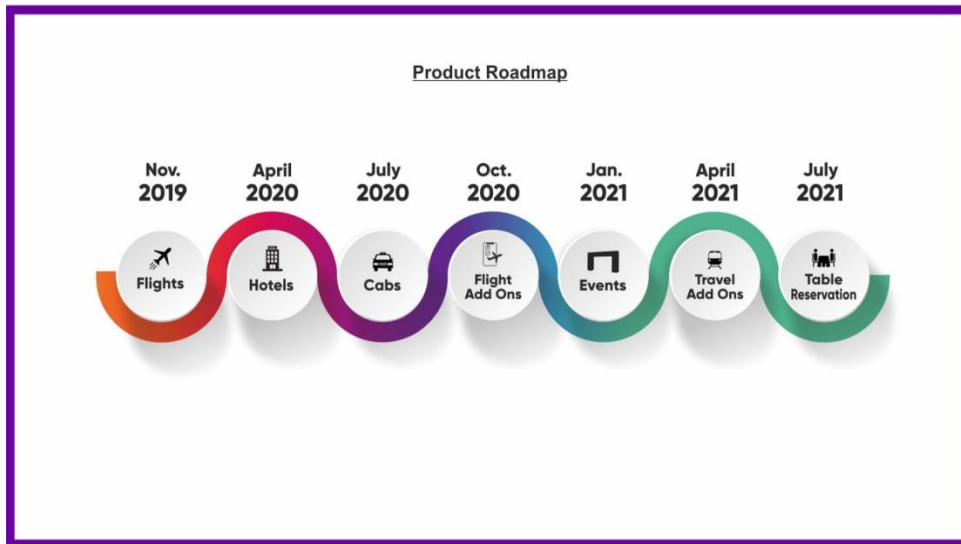
Organization Guide: Ms. Ruchika Drabla (Growth & Marketing Head)

About the Company:

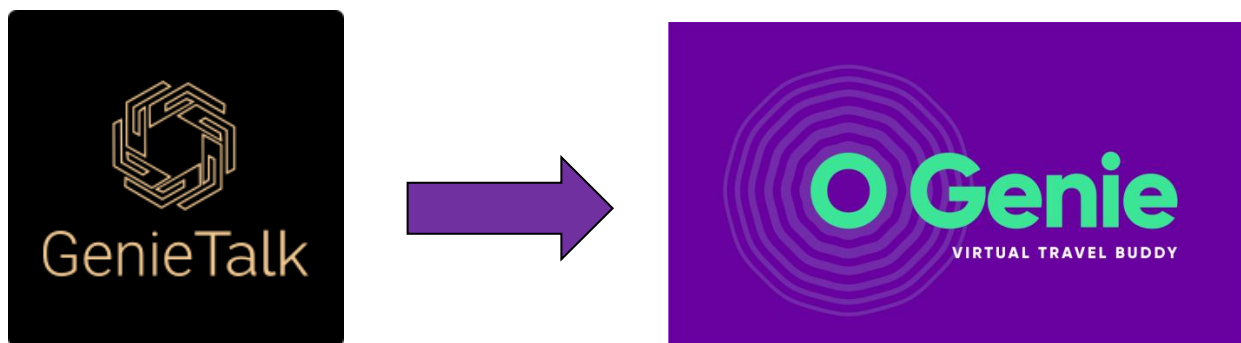
GenieTalk Pvt. Ltd., is a tech start-up, that develops virtual support system and assistance software using Conversational Artificial Intelligence based on processes such as Natural Language Processing (NLP) and Machine Learning. The belief of the company is that there's always an easier way of things to be done and their motto is to discover that way. Their technology functions on voice commands and conversations to impart an effortless user experience for fast and convenient transactions. GenieTalk aims to provide all transactional needs such as transportation, food ordering, medicine delivery services, bill payments, etc., under a single umbrella with an intuitive and cohesive user interface.

It's similar to the lines of Google Assistant, Alexa and Siri i.e., it's a voice based technology but the Conversational AI aspect in which GenieTalk operates is far more distinguished in its learning, capturing the context and responding processes.

GenieTalk had its inception from an idea that developed amongst the co-founders in June, 2016. They started working on developing the technology and roped in all the technology heads and investors along the way. They developed their technology and a road map with milestones set for implementation into various sectors. The roadmap can be seen below:



Though this roadmap could not be followed, as industries and economy were devastated by the outbreak of the Covid-19 virus. But still, as per their first milestone which was set a year before the global pandemic, they implemented their technology in the air travel sector. Once they ventured into the travel sector, they realized that they needed to rebrand themselves and give a friendlier feel so they transformed ‘GenieTalk- Your Virtual Travel Assistant’ into ‘OGenie - Your Virtual Travel Buddy’.



This led to the beginning of OGenie. OGenie is the travel implementation of the parent company; GenieTalk Pvt. Ltd. It is a travel tech start-up, which has a Unique Selling Point of offering its

users an effortless experience by providing them an end to end assistance in booking their journey purely on voice commands using Conversational AI.

Understanding the onset of the global pandemic, OGenie has launched an Annual Premium Membership Program - Genie ELITE, which caters to frequently arising travel borne issues and provides many added benefits with offers such as UNLIMITED FREE RESCHEDULING & DISCOUNTED CANCELLATIONS, to name a few.

Project Objective:

There were two major project objectives as I had worked in two different roles during my internship. The respective project objective along with the job role has been mentioned below -

1. Partnerships & Alliances Intern -

To increase the sales of their ELITE Membership Offering and increase their user base by associating with various reseller and affiliate platforms to reach their user base with our offering in order to increase sales, generate revenue and brand visibility in the market.

2. Marketing & Sales Intern -

To increase the sales of the Conversational AI based virtual assistant or Chatbot developed at GenieTalk by approaching various companies belonging to different industrial sectors where the Chatbot can be deployed on various digital platforms such as mobile apps, website or internal company software.

Work Methodology:

Partnerships & Alliances

• Research for Potential Platforms & Avenues -

The first step of our work process is to identify potential industries, companies or online platforms, which can be contacted or pitched for associating with OGenie as Resellers or Affiliates to provide the membership to their user base. The proposition is designed in such a way which benefits the users and the revenue sharing model benefits the associated company alike.

- *Finding the Right Point of Contact -*

The majorly used platform for making the initial pitch or establishing connection between a potential reseller organisation and OGenie is LinkedIn. LinkedIn being a popular and widely accepted platform for all professional purposes and networks across organizations; is thus the primary platform or medium that is used.

Once a potential company or platform is identified, the next step is to research for an appropriate POC in that organization to make the initial pitch. Each organization has a different kind of proposal from our end based on the type of association that is intended to be made. Based on the type of association, the relevant contact of the intended designation is found. For finding the relevant contact, a keyword search of the designation and organization along with LinkedIn mentioned is done on Google and the contact details such as - Name, Designation and LinkedIn URL is obtained from the search result. Another alternative method that is used to obtain the appropriate POC is to use the Sales Navigator Tool that is made available as a premium service on LinkedIn. Based on these keywords based search on Google and Sales Navigator on LinkedIn, details of the intended POC are obtained.

- *Establishing A Connection -*

As the contact details are found, there is a feature of sending an invite note on LinkedIn along with sending a connection request. This invite note allows us to add a short note of up to 300 characters for stating a reason for the connection request being sent. We here develop a personalized crisp message with a clear introduction and a smart Call To Action so that the connection is established and the discussions can be taken ahead.

- *Scheduling of Calls/Meetings -*

Once the connection is established, there are various types of reverts obtained from each of the potential lead. Based on these reverts, the next step is to provide them the required details and develop a communication in such a way that we get the lead or the concerned POC onboard over a call or a virtual meeting with our mentor who is also the Marketing and Growth Head at the organization.

- *Participating in Meetings, Further Discussions & Creating assets -*

Based on the conversation that takes place with each client, our next task is to take follow ups over LinkedIn or calls, create the necessary assets such as presentations of the use-cases, our proposition for alliance, emails etc. Apart from this, at times depending on the scale of the organization and our conversation with the lead, we have to actively participate in the virtual meetings too by giving a introduction to both the parties, brief of the conversation taken place till the meeting, explain the intended association we are looking forward to and also maintain the Minutes Of Meeting of every meeting that takes place.

From here, the respective technology teams and legal teams take it ahead for their respective procedures to complete the alliance and association.

Marketing & Tech Sales

- *Pitching Potential Leads -*

As mentioned above in the work methodology of Partnerships & Alliances, the process of researching and pitching of potential clients over LinkedIn remains the same with the technology being offered as a Software as a service to digital innovation heads or Technology heads of the target organization.

- *Pitching Over Websites -*

Many a times while conducting research and looking for potential clients, there are chances that the desired revert isn't obtained over LinkedIn. In such cases and situations wherein companies have a link or space available on their websites for any kind of proposal or collaboration then the pitch is made on their website by entering the required basic details and creating a personalized pitch to the organization.

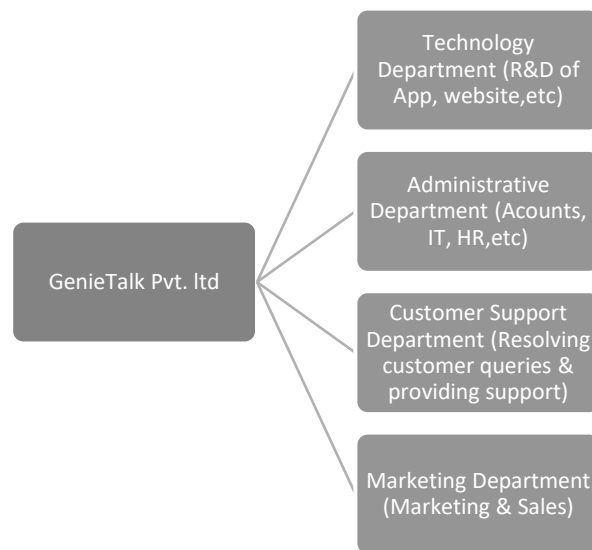
- *Participating in Tech Conferences -*

To increase the visibility of the organization, build awareness of the offering and interact with companies which could have our tech implemented to enhance their functioning, we

participated in tech conferences such as the ‘Collision from Home 2020’, An Annual International Tech Conference.

Introduction to Organizational Structure & Work Department

To get a better understanding of the organizational structure followed at GenieTalk a basic flow chart is given below and a brief of each work department is mentioned as well. GenieTalk majorly consists of 4 work departments, which are –



1. Tech Development Department

Considering that GenieTalk is a technology-based startup, the organization's primary emphasis is on exploring and enhancing their technologies to keep it up-to - date and have a flawless user interface. Therefore, the Tech Development Department is present to continuously evolve the technologies used in the mobile applications, website, and other platforms by integrating their Tech. This team specializes with the production of back-end software, the rectification of software failures and the seamless operation of the infrastructure the company offers to its clients.

2. Administrative Department

To maintain smooth internal functions across departments in the company and to look after other aspects that enhance the functioning of departments while keeping the legal

compliances met, the administrative department exists. It makes sure that the organization is abiding by all the laws and guidelines and is functioning seamlessly without any interruption. This department mainly includes the HR Manager, IT expert and the Accounts Head to name a few.

3. The Customer Query & Support Department

The Customer Query & Support Team is there to meet and answer any potential consumer questions, including device crashes, software failures and all other product specific inquiries. They often work to assist consumers or device users in the conduct of purchases. They are there simply to offer a happy and improved user experience. The founders pay a great deal of attention to this department as their philosophy is to create a happier customer at all times and to deliver the greatest experience on their product and website.

4. Marketing & Sales Department

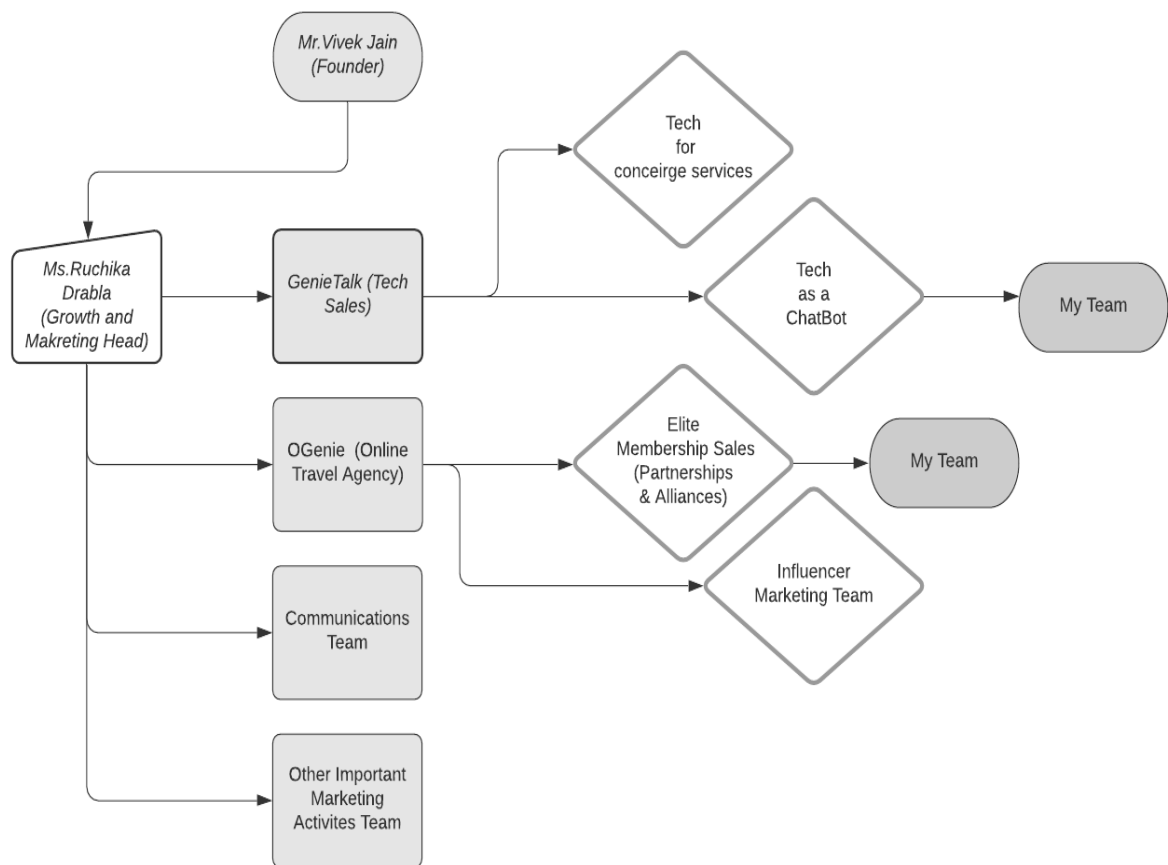
As I'm specializing in Marketing during my MBA and with having myself employed as a Partnerships, Alliances & Sales Intern, I was solely working in the Marketing & Sales Department of the organization. This department is guided or rather headed by one of the co-founders Mr. Vivek Jain. He's a great visionary leader and an expert in the marketing domain. He understands every individual of the team and keeps everyone motivated and focused on their tasks.

In the company's hierarchy, Ms. Ruchika Drabla, the Growth & Marketing Head leads the marketing and sales department at the employee front. She comes right under Mr. Vivek Jain and keeps all the employees on their toes for the completion of the aligned tasks. She keeps the department going with a lot of energy and zeal.

A flat organizational hierarchy is followed wherein all the employees and interns of various teams of the department can freely communicate their ideas and co-ordinate work to complete tasks.

Based on the different domains and teams that function to complete their respective tasks, the Marketing & Sales Department is further divided.

To get a clearer understanding of the departmental structure of the Marketing & Sales Department, a flow chart is presented below –



The organization has two major verticals of its offerings. One vertical is the offering of the Technology developed by them to companies as a software as a service under the GenieTalk brand and the other vertical of their tech implementation in Travel as OGenie by serving as an innovative Online Travel Agency.

Under the Technology sales vertical, two teams work dedicatedly in this vertical. One provides this technology as a concierge service assistant or an assistant for internal functions of a company whereas the other team is focussed towards providing this technology to other organizations as a virtual support bot or Chatbot that can be put up on various digital platforms to enhance the customer experience and make their access effortless.

Under the Travel Vertical or OGenie, two teams solely worked dedicated to this vertical. As mentioned about the newly launched Genie Elite Annual Membership Program, a team was focused on increasing the outreach and sales of this membership by collaborating or associating with reseller or affiliate marketing organizations. This team basically was

looking after partnerships and alliances of their Elite Membership. The second team working under the marketing & sales department under the OGenie vertical was focussed upon influencer marketing to increase the brand presence and outreach via influencers on various platforms thus working on increasing the online presence of OGenie and the Elite Membership Offering.

Apart from the above mentioned two major verticals, there were also two more teams in this department that contributed to both the Tech & Travel verticals. One team was the communications team that was responsible for managing the presence of the organization under both the verticals on various Social Media platforms and also monitored the communication that was being made by the organization externally. Another team worked towards completing all the other important tasks under the marketing domains such as development of content and presentation of the website, pitching investors, developing the notifications that shoot out, developing the app dashboard etc.

The above-mentioned teams are what constitute the Marketing & Sales Department at GenieTalk Pvt. Ltd.

Roles & Expected Contribution to Business

During my tenure of 3 months of internship at GenieTalk, I have interned in two different roles under both the verticals of the organizations i.e., their Tech sales and their Online Travel Agency. The role and expected contribution to business has been mentioned below -

1. Partnerships & Alliances Intern -

In this job role I was expected to approach as many reseller and affiliate organizations as possible to partner with them and increase the outreach of the Elite Membership Offering. Right from selecting the appropriate organization to finding and initiating the conversation with the concerned POC to arrange for a meeting with my reporting boss and the co-founders was my role and expected contribution to business. In the two months of my tenure, I developed a complete CRM system that the organization lacked and also tapped around 600 companies in which 50+ are in conversation of alliances and have successfully brought the membership live with large companies like Airtel Payments Bank, Freecharge, Jio Saavn, PhonePe to name a few.

Ethnographic Study

Having worked so closely with the team leaders, Department Heads and Co-Founders, there've multiple instances during my internships wherein I've observed and gained insights on the effect of interactions, changes in behaviour and the perceptions that exist in individuals' minds of various organization.

Both my internship roles required me to make a lot of pitches and contact multiple individuals of different designations across organizations. On the external front, a few keys take away that I've obtained are -

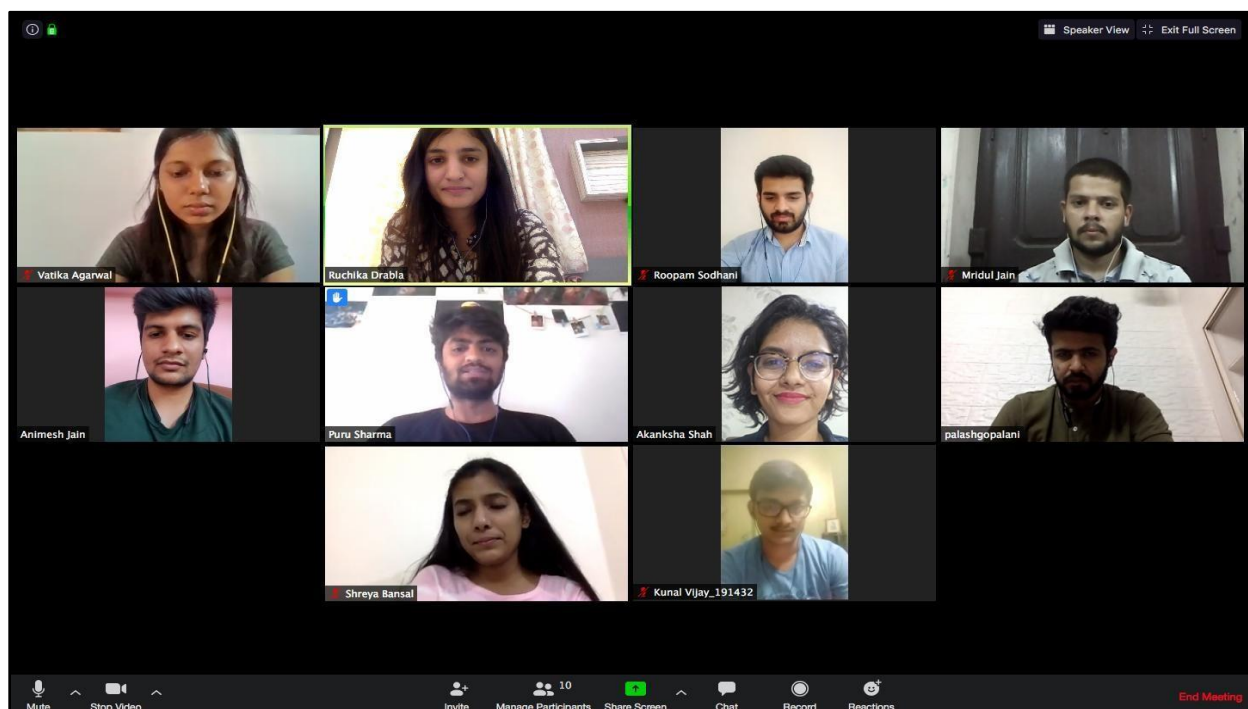
- The content of the pitch needs to be as precise and clear as possible.
- Personalizing the pitch plays a key role.
- There always has to be some content of interest for the contacted individual to take interest and reply.
- No individual working in a corporate like to be pitched over the weekend so making an initial pitch on a weekend is a strict no.
- The appropriate days of the week to have a conversation is from Tuesday to Friday so all the meetings must be planned accordingly.
- The pitch deck when personalized makes a greater impact than a common pitch deck
- The same person must not be pitched from two different employees of the same organization as it creates a negative impact.

Apart from these few above mentioned external observations, I have been fortunate enough to gain some internal organizational learning as well such as during the short tenure of my internship, the organization had just focussed on the Travel business 6 months prior and the unprecedented pandemic had terribly affected their business. The way the organization decided to focus on selling their Tech as a means of surviving the pandemic was a great learning experience. It's true when people say that there is no pre-defined or fixed role of an employee in a start-up as I saw all the employees work in two different domains to keep the work going. My team leader himself used to head the Customer Support Department but due to the pandemic and loss to business, he shifted his attention to the sales of Tech which was never a part of the product roadmap of the organization. There were multiple social interaction platforms as well in the organization to keep a healthy

work atmosphere though all the employees were working from home. Concepts such as ‘Chai pe Charcha’ a virtual tea party, weekly meetings on Saturday evening ‘TownHall’ and Monday morning company meeting to review inputs of all the employees openly including interns was an overwhelming exercise and a delight to be a part of. It’s a great means of keeping the motivation going through these tough and testing unprecedented times.

Company Image from Inside

The organisation is very agile and adaptive in terms of the priorities they have laid out in their plan of execution or RoadMap. They were going to implement their Tech in hotels in April 2020 in addition to their travel implementation but due to the Covid-19 disruption their plans goals and targets were deeply affected. Travel sector being one of the worst hit sectors, the employees were expecting that the founders would cut on the workforce but that didn’t happen so the company though in these times of troubles, is now working hard towards selling the technology as voice bots and also started to offer Genie Elite membership as a way to gain customer base in this pandemic. Employees are motivated to work on new goals, too. On the direction aspect, though, there is a question. I've found that they're attempting to do something that's not practical and that helps them miss a ton of sales. They must conduct a more thorough comparative examination and then carry forward.



Self-Image of Employees

The self-image of employees is very high and they are confident with their work and approach. They are always backed up by the co-founders and are encouraged at every step. Ownership of their tasks is given to employees and this sense of ownership is felt by the employees which shows in their dedication and commitment towards work.

Employee Satisfaction

I felt the employee satisfaction level in the employees was mediocre. There are various aspects that affect employee satisfaction such as respecting the employees, praising them, giving them the due recognition for their work, empowering them, providing benefits and compensations. At OGenie, though complete respect was given to employees but the other aspects that have been previously mentioned were very much lacking. No recognition was given to employees for their work, though they were given ownership for their tasks but the ownership was restricted to being bound to achieve the set targets and not be empowered to take any decisions by themselves. Even compared to industry standards, there were no benefits and compensation provided to employees which only added to negatively affect their satisfaction. Another factor was being given unrealistic goals and not given any clear direction of work.

Instruments for Motivation to employees

1. Daily Morning Scrum - In the organization, a daily morning scrum or meeting takes place at 10 am wherein even the founders are present along with the whole Marketing & Sales Department Team. The tasks or work in progress is reviewed, holistically discussed and the day is begun with the task alignment for the day which motivates the employees to perform more efficiently as a daily review of the work is done.
2. Method of Communication - Though there is a software available called 'Slack' that is used by the organization for all means of official communication within the organization but a WhatsApp group exists as well with all the employees and founders on board wherein they share humorous content and knowledgeable facts which makes them feel

that they are part of a family and not just a workplace. The way of communication is also very friendly and informal which motivates the employees to deliver better results.

3. Weekend Informal Activities - Every weekend on Saturday, a fun activity is organized by the HR Managers with all the founders and employees participating which increases their team bonds, increases their internal work efficiency and motivates them as a team to align their efforts for the progress of the organization.
4. Welcome & Farewell Meetings- Every employee gets a welcome meeting in the organization and also a farewell meeting is organized to bid farewell and end the journey on a good note. This motivates the other employees as they receive a sense of belonging.
5. Employee Remuneration – Employee Remuneration is a great motivator in any organization and I feel that this motivation is lacking amongst employees as they have a feel of being paid lesser to the comparison of the efforts that they've put in. So pay is not a very effective instrument of motivation amongst employees at GenieTalk.

Power Equations & Hierarchy

At GenieTalk, the power equations are not very balanced, though a flat type of hierarchy exists in the organization but the power vests majorly with the co-founders and in the Marketing & Sales Department, it specifically lies with Ms. Ruchika Drabla, the Growth & Marketing Head. In this case what happens is she keeps all the decision making to herself and holds the power to make any decision in the team with or without the consent of the employees. I personally feel that the employees would be more efficient if all the powers were not channelized to one person and were distributed equally amongst the sub team leaders in the department.

Work Culture

The work culture at the organization is great. Though my internship was primarily a work from home internship due to the pandemic but the organization is famous for its amazing work culture filled with employment engagement activities such as -

- They have a 4 min dance session every day in their office wherein every employee halts their work to take a break and dance.

- The office has a daily evening snacks break wherein the employees are offered healthy and at times unhealthy but tasty snacks.
- The employees have a community living type of a feeling while working at GenieTalk
- Music is constantly played throughout the day to create a good work atmosphere for the employees.
- All the festivals and events like that of an employee's birthday celebration takes place at the office.
- They have regular outings as a team for playing sports and other recreational activities.



Sources of Conflict

- Improper Communication - Many a times I've noticed that there is a lack of communication amongst the sub-ordinate employees and the department heads during the company meetings. It's the lack of sensibility is what I feel that leads to this source of conflict. This leads to de motivation amongst the sub-ordinates and reduces their will or efficiency at work.
- Setting of Unrealistic Goals - The goals or targets set for employees are at times unrealistic or unachievable. This reduces the employee motivation to work and the non-completion of these targets is not taken well by the heads so this is another source of conflict at GenieTalk.
- Interdependency in Tasks - The organization works as a whole for the betterment in business but there are different functional domains that exist and I've noticed that the moment the dependency of one department increases on the other then conflicts arise.
- Concentrating Power - The head of the Marketing & Sales Department has taken all the decision-making powers to herself for approving every task done by every team member in the department and has also taken upon cross departmental responsibilities as well. This concentration of power and responsibilities delays all the employee's tasks which are up for execution as its not humanly possible for a single person to take a call on everything. Thus, this concentration of power leads to conflict as well.

Sources for opportunity for the company

The onset of the Covid 19 pandemic has disrupted the Travel industry globally, which has had its effect on GenieTalk as well. The ELITE membership that was launched to cater the uncertainty of air travel amongst the public but I feel the price is too high and an annual membership in these uncertain times would not be preferred by anybody. Providing per flight booking benefit can be used to gain customer base in these times.

The Tech has been developed and the framework is set but GenieTalk can venture out to collaborate with other startups and rather than providing them the technology as a

service, a joint collaboration can be done to enhance their overall product experience and not just provide a customer chat bot or query resolution assistant. Different sectors and industries can be identified like that of ecommerce and provide a customized bot on their existing developed framework.

Issues for future competition

In OGenie, the Elite Membership Offering had a great range of benefits to flyers with 4-5 trips a year or above but with the uncertainty that currently exists with respect to travel; no one would be interested to invest their funds in an annual subscription. They presently haven't made a name in the market yet and there are already well-established Online Travel Agencies present in the Indian market who are offering benefits similar to that of the Elite Membership Offering without any additional charges.

In terms of Tech Sales, there are other Conversational AI Chatbot developers present in India who have a multi-lingual advantage of providing the same service with the regional language recognition as well. These competitors such as Haptik, niki.ai & Yellow messenger are heavily funded and are already working well with implementation in large corporations, so this is the issue that GenieTalk will have to face in the future competition.

Observations

Organizational Training

The training provided at the Organization couldn't have been better. The sole purpose of an organizational training was served wherein they provided ample opportunities and guidance to develop the required skills and knowledge transfer was done at every stage of functioning during the internship. There was practical usage of all the aspects of marketing that we've studied from the initial day. Tasks were provided on a daily basis and the completion of the same was evaluated as well. Multiple mistakes were made at various steps but the constant and positive feedback encouraged me to learn and do more.

Feedback is not only given from the direct team leader but the department head and the

co-founders too give their inputs. Discussions take place in a very acceptable manner and they are always productive in terms of learning and growing. Guidance is provided at each stage by the founders and senior managers and the encouragement to explore all the possibilities are provided. In the initial month of the internship, the organization had a 40 mins to 1 hour learning session daily by a mentor who is working at the company and holds good experience in their domain of working. Various topics of marketing were covered ranging from advertising, content creation, influencer marketing and social media marketing. Assignments with respect to the learning were submitted and feedback was received on them as well. A great learning atmosphere was created in the organization with inputs received from multiple sources.

Self - Learning

This internship was a great learning experience, having been a fresher to the corporate world and have never worked in a company before, the insights and clarity that I've obtained has been a good eye-opener for me. I learnt how to make effective pitches, very minute details that make a positive impact in communication were developed within me. I gained clarity over how organizations function, how deals take place and how communication is established. Over the course of time, the do's & don'ts have now silently developed within me in my conscience. A lot of aspects I never noticed about myself were brought forward in front of me, be it me trying too hard to make things perfect, taking a lot of unnecessary stress and lacking time management were few of my self-learnings. I've developed a knack for corporate pitching, communication and sales and have also sorted a career path of my interest.

Critical Issues or Problem Areas

- **Developing Competitive Tech** - GenieTalk has recently decided to provide the

tech developed by them to other companies thus competing with other bot providing companies which are already well developed and have use cases as well as prototypes developed whereas GenieTalk only has a travel implementation. Developing tech in competition to other companies offering is a problem area.

- **Short Span of Time** - All the companies which hold potential to purchase a voice based Chatbot would look forward to implement it as soon as possible keeping in mind the low touch economy that has developed.
- **Investment of Funds** - The research and development in introducing AI in various industries has it's large costs involved and additional developers requirement which will ultimately require a lot of funds and with GenieTalk having invested heavily in the Travel domain have now faced losses and need to raise funds in these uncertain times.
- **Acquisition of Talent** - The development of such advanced technology at a fast pace will require proficient and highly qualified professionals which will be tough to recruit and will be an additional cost to the organization. In these tough times it'll be a great challenge to invest funds with no surety of returns.
- **Non-Surety of Travel Resuming** - OGenie has already invested a lot in developing the platform and associating with airlines, in these unprecedented times with ever increasing cases, the resuming of air travel remains ambiguous, so this is another important area of concern.

Conclusion

In these unprecedented and challenging times, to have been able to complete an internship with such a large learning and growth while working from home has been a great learning experience. The credit goes to the co-operation, trust and efforts that the organization has put in towards the interns during internship. The pandemic has very strongly affected GenieTalk as an organization and disrupted their product roadmap but it is the agility and the adaptive response that the organization has taken by launching a membership program and selling their tech to companies to keep the revenue going were very strong bold steps

that I was fortunate enough to be a part of.

Employees of the organization too had to change their job roles as the direction of the organization changed. They worked harder and being a part of this shift was a great learning experience as being a part of change showed how an organization develops its marketing, communication and client base from scratch. Employees were highly motivated and stayed strong with the organization during this shift even after accepting pay cuts, which shows the efficiency of the work culture and motivation that the employees carry. The interns were allowed to explore as they wished to and were treated equivalent to employees who were given the recognition for the contribution they made and this sense of responsibility and ownership not only provided the motivation to work and learn but also provided the corporate exposure which was expected from my end at the beginning of the internship and in fact I've learnt and grown more as an individual in the workplace than I'd expected myself to.

Part - C

Learning

Not only did this internship offer me professional expertise but my personal skills were also developed and enhanced. Interning at an Online Travel Agency when the travel sector was worst hit by the pandemic gave me an experience of adjusting to challenges and dealing with them. Having worked together as a team in such a challenging time has given me a greater understanding of dealing with issues and working efficiently as a team. I have worked in groups to complete group assignments in college but having worked with team of individuals including other interns and superiors was a great and different learning experience in itself. The experience of dealing with the pressure of meeting deadlines and in a work environment wherein your actions will have a direct impact on the organization is an enriching yet exciting experience.

The positive feedback, recognition and the appreciation that was received after the completion of work acts as a great motivator to achieve further. In the duration of 3 months

of my internship, I have created a great bond with my fellow interns, team leaders and the marketing head and I've learnt that these relations are not just restricted to work but the learning, expertise from experience that is passed on in a friendly relation is of great value. Building these relations, taking ownership for your tasks, recognizing the work to be done and understanding the expectations of the boss and the organization without being explicitly mentioned are a few things that I've developed during my internship.

My team leader's encouragement and welcoming work atmosphere provided me a profound appreciation and understanding of how I should go about my tasks in the future as a leader or manager. In this duration I've realized the actual motivating factors that enhance my motivation to work and which are the aspects that do not. This sort of professional interaction will make me appreciate my subordinates better. I experienced how it feels to work out of my comfort zone and expanded my horizons by completing challenging tasks in such diverse situations. This internship has helped me grow as an individual on a personal and professional front.

It was the perfect initial experience that I could've expected for prior to starting my corporate career. It showed me the importance of being responsible in every task that I undertake and encourages me to constantly better myself. This was an essential step towards the career I wish to make.

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Date: 18.06.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Roopam Sodhani** has worked as **Partnership & Alliances Intern with GenieTalk Private Limited** from (06.04.2020 to 05.06.2020) as per the personnel files and company's employment records.

During his internship, we found **Mr. Roopam Sodhani** to be a professional, knowledgeable and result oriented with theoretical and practical understanding of work requirements. He has successfully completed all his job responsibilities.

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

Overall, **Mr. Roopam Sodhani** performed his duties cheerfully with attention to details all time. With his enthusiasm to work, learn and progress, we are certain that he would make a great employee to any enterprise.

We wish him all the best in his future endeavours.

For **GenieTalk Private Limited**

Vivek Jain
Director

Genietalk Private limited

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



Date: 11.07.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Roopam Sodhani** has worked as **Marketing & Sales Intern with GenieTalk Private Limited** from (06.06.2020 to 11.07.2020) in continuation to his previous internship ended on 05.06.2020 as a **Partnerships & Alliances Intern** as per the personnel files and company's employment records.

During his internship, we found **Roopam** to be professional, knowledgeable and result oriented with theoretical and practical understanding of work requirements. He has successfully completed all his job responsibilities.

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

Overall, **Mr. Roopam Sodhani** performed his duties cheerfully with attention to details all time. With his enthusiasm to work, learn and progress, we are certain that he would make a great employee to any enterprise.

We wish him all the best in his future endeavours.

For **GenieTalk Private Limited**

Vivek Jain
Director

Genietalk Private limited

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



Letter of Recommendation

Date: 11.07.2020

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, grilled & nurtured for the real life ahead and we are glad to inform, that **Roopam Sodhani** has happily passed all our expectations and is incredibly capable, proficient & hardworking.

Roopam as a member of a team we never heard him say no to any new task or challenge which makes us not just recommend him but also suggest that he will have a great future ahead with this spirit to learn, perform & grow.

In the end, we would like to say it was a delight to have **Roopam Sodhani** as an intern with us from April 6th 2020 to July 11th 2020, we highly recommend him & wish very well for the future.

For **GenieTalk Private Limited**

Vivek Jain
Director

Genietalk Private limited

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Corporate Office : 2nd Floor, BCC House, 8/5/5, ManoramaGanj, Navratna Bagh Road, Indore, M.P. 452001