O Genie

VIRTUAL TRAVEL BUDDY

SUMMER INTERNSHIP PROJECT INTERIM REPORT

Under the guidance of:

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Digital and Growth Head

GenieTalk Pvt Ltd

&

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In fulfillment of the requirement for the Summer Internship during

the Master of Business Administration Program, on

5th July, 2020

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Company Name	OGenie (GenieTalk Pvt Ltd)
Duration of Internship	6th April, 2020 – 4th June, 2020 (8 weeks)
Faculty Mentor	Prof. Balakrishnan Unny
Organization Guide	Ms. Ruchika Drabla, Digital and Growth Head, OGenie (GenieTalk Pvt Ltd)
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Purpose of Report	Submitted as partial requirement of SIP 2020 for the MBA FT (2019-2021) at the Institute of Management, Nirma University
Submitted to	Prof. Balakrishnan Unny

ACKNOWLEDGEMENT

UNDERTAKING

I, Mridul Jain, hereby declare that this project submitted to the Institute of Management, Nirma University is my original work, done under the guidance of Ms. Ruchika Drabla, Digital & Growth Head at Genietalk and Prof. Balakrishnan Unny, Faculty, Institute of Management, Nirma University.

This project work is submitted in the partial fulfillment of the requirements to be awarded the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate-ship or any other similar title.

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MRIDUL JAIN

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MBA FT (2019-21)

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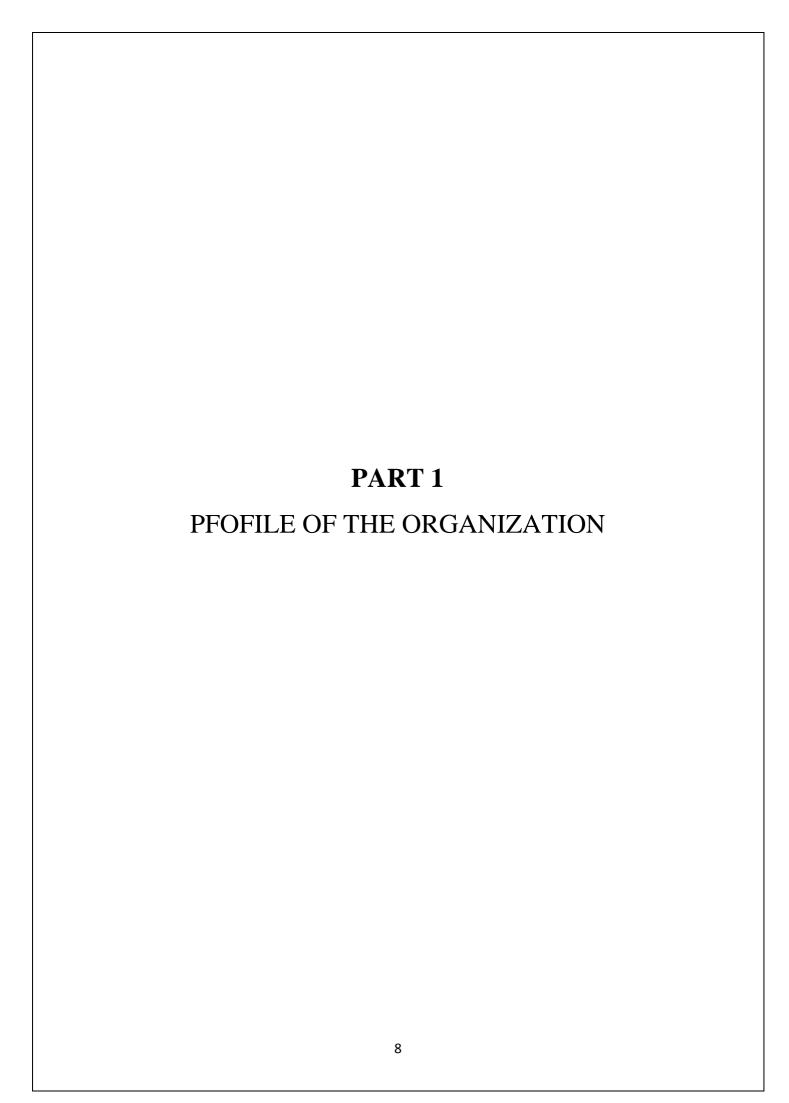# INDEX

EXECUTIVE SUMMARY

A summer internship program is considered to be a very essential part of an MBA course which is of utmost importance for any management trainee. The internship helps in providing a candidate with insights of the corporate world in a very short span of time. The insights may include the functioning of companies and different departments, the corporate culture, the requirements in the corporate world and lot more. It would have been a more experiential journey in the MBA life if the situations were not hit by the global pandemic due to spread of COVID-19, due to which every individual was supposed to work remotely.

This project was supposed to be completed with the GenieTalk Pvt Ltd as a marketing intern at the company's head office situated in Indore, Madhya Pradesh for the span of 8 weeks. Considering the impacts of the pandemic and parallel risks associated with it, the company agreed upon continuing the internship from home. The company still applied all its efforts in making this project- a fruitful experience for the candidates.

GenieTalk is a tech based startup working as an Online Travel Agency and providing customizable AI tech solutions to the corporates. It has been constantly working on making human work effortless and aims at making the user's journey effortless by taking care of every minute part of travel. Starting with the qualitative aspects of the research, the project moved on to basic experiential learning of marketing concepts while working under the area of Influencer marketing. While gaining the firsthand experience of communicating and generating leads, the journey was integrated with the strategizing tasks for the industry which included verticals of digital marketing, company's growth and PR. The project indirectly inculcated a part of asset management. With planning till execution, the project covered different marketing tools.

The report included three major parts in it- the industry and the company in itself, the projects undertake and the contributions made to the organization, and lastly the objective of the Summer Internship Program, learning from the project at GenieTalk Pvt Ltd.

The company has very specified norms in dealing with the sharing of data and the work profile of the company. In position of this, no data of the company in term of core research or leads has been shared. Although, all the non-confidential information that could be made public have been shared in the report.

PART 1

PFOFILE OF THE ORGANIZATION

A. **INDUSTRY CLASSIFICATION**

The OGenie business model has two aspects: it belongs to travel and tourism sector as well as informational technology. So, we can classify it under the Travel Technology industry integrating both the industries together. OGenie is categories under the tourism technology sector of the Information Technology Industry.

Travel technology is also known as Tourism technology and hospitality automation. It is the integration of Information Technology or Computer Science technology in travel, tourism and hospitality sector. Following are some of the services provided by the travel tech industry to its users:

1. Flight Tracking,

2. Trip planning through OTAs (Online Travel Agencies),

3. Use of search engine in planning trips,

4. Use of social media in planning trips, etc.

Travel technology was only associated with the Computer Reservation System of the airlines industry in the introductory phase of the travel tech era. But now, it has been included in every corner of the travel sector and has also become a subset of Hospitality sector. It is a highly adaptable industry as it implies changes in itself with the change and advancements in technology. Originating from Computer Reservation System, the industry now consists of uncountable number of websites and applications for the same.

Thus, travel technology sector of IT industry is the analysis, design, implementation and application of IT in travel and tourism industry.

Only travel technology sector is not the competitor to OGenie. As the world is moving towards low touch technology, players dealing in conversational based AI system are also a major competitor to OGenie in the industry.

5 INDIAN TRAVEL TECH COMPANIES TO BE WATCHED OUT:

India Assist:

This travel tech company enables foreigners to be tension free in case of any mishappening or misguidance in the country. The threat of getting lost is one of the major concerns of any traveller while travelling to an unknown country, this tech-enabled platform connects foreign travellers needing assistance while in India to the correct mode of solution.

Shuttl:

The start of city bus service changed daily commute to work. Shuttl is a seat-driven, innovative, adaptable passenger-seat passenger innovator that can directly address the dual challenges of traffic jams and pollution. In a crowded city, it is impossible to get to even the simplest means of transportation (such as the metro), and Shuttl can ease your problems. In Delhi-NKR, Calcutta, Pune and Hyderabad, inexpensive and affordable services are available with a robust network of 50k rides per day.

MakeMyTrip:

The company has been in operation since year 2000. It has always been a top player when it comes to Online Travel Agency in travel tech sector. The company provides many features to its customers such as instant booking of international holiday packages, hotel reservation, bus tickets and railway ticket booking, etc.

Zostel:

The millennials and GenZ are the target group for the millennials. This is because, this travel tech helps the students to search for a budgeted accommodation at the place they have travelled to. It bridges the gap between low cost accommodation and a low budget travel plan.

Itilite:

This travel tech start-up has integrated the artificial intelligence with a service-based travel platform which reduces the cost of business travel or corporate travel. This is done with a unique code of employee incentivization, giving employees a fulfilling experience during business travel.

B. **INDUSTRY STRUCTURE:**

The online travel agencies are the mediators between the aviation industry and the end customers. These agencies help in increasing the outreach of the travel companies and other

similar partners. They promote offers to the customers to create awareness, increase loyalty and broaden the customer base of the companies.

In the travel technology industry, two models of associations exist between the OTAs and the airlines, these are:

1. **Merchant Model:**

   In this model, the agency is allowed to buy the tickets from the company at large and then sell it to the customers. This model requires a huge initial investment pertaining to a huge risk. Also, the agency can charge rates as per their will, there exist a huge profit opportunity as well. The rates charged by the airline to the agency is very low due to bulk purchases.

2. **Agent Model:**

   This model is widely used in the travel tech industry because of low initial investments to be made by the agency and more offers available to the customers. It is a commission- based model where the agency acts like an agent for the airline and hence makes services available on their behalf. The airline pays back to the agents as commission after the completion of the passenger's journey. This model also leads to low profit and low pricing by the agencies due to variety of options and high competitive intensity.

C. **FACTORS AFFECTING COMPETITION IN THE INDUSTRY:**

1. Intensity of association of OTAs within the aviation industry

2. User-friendliness

3. Technological advancements- use of AI, Voice Bots, etc

4. Offers and benefits for the users during the time of purchase

5. Existing market share and market players hold on the customers

6. Other integrations/ collaborations to provide better customer experience or additional benefits at partner's end.

7. Effectiveness and efficiency of customer support.

D. **HOW HAS COVID-19 AFFECTED THE INDUSTRY AS AN EXTERNAL BUSINESS ENVIRONMENT FACTOR?**

The pandemic COVID-19 has resulted into a very intense effect on the travel and tourism industry. Due to cancellation of booked tickets and restrictions on further travels has resulted into great loss by the travel & tourism, aviation and many more sectors. Meanwhile, it has provided an edge to the IT sector in the field of boosting AI algorithm and transforming the world into low touch/ no touch era.

Today, people are advised not to travel anywhere but if in case they have to do so, the players like OGenie have come up with such solutions that the consumer or traveller can operate anything over voice commands. The technology is being transformed into such a way that the users can operate kiosks, CDM machines, Lifts, perform transactions, etc by the use of Artificial Intelligence and RFID solutions.

OGenie has already implemented this technology in it and is now planning to sell it in other sectors. MyJio app has also come-up with fully AI based conversational AI system.

There are currently two types of bots being implemented in different sectors.

1. Voice bot: The Voice bot uses the virtual conversational AI technology. This algorithm learns the preferences of the user by virtual commands as per their usage and then starts working for them on their behalf. The conversational model is very friendly, zero effort model. It also reduces the carbon prints because of no touch on any electronic device/ gadget.
2. Chatbot: This conversational AI has replaced the jobs of call centre and customer support services. This algorithm generates replies to customer queries on its own based on its learning in the beta phase. Also, it continuously learns from the experiences and then operates accordingly.

E. **TECHNOLOGICAL TRENDS AS AN EXTERNAL FACTOR IN THE INDUSTRY:**

The technology is booming day by day with multiplying advancements in it. A problem can be solved using multiple technical methods with either same or different output. A few of the technologies trending in the travel tech sector are as follows:

1. Internet of Things

2. Recognition Technology

3. Virtual Reality

4. Augmented Reality

5. Robotics

6. Artificial Intelligence

7. Big Data Analytics

F. **COMPANY PROFILE:**

NAME	GenieTalk Private Limited
INDUSTRY	TRAVEL & TOURISM
LEGAL FORM	Private Limited Company
INCORPORATION DATE	27th July, 2016
SPECIALITY	Technology & Internet
NUMBER OF EMPLOYEES	40
HEADQUARTER	Indore, MP
OTHER OFFICE	Mumbai Suburban
OPERATIONAL STATUS	Active

ABOUT THE COMPANY:

With a moto of effortless future, the company GenieTalk has integrated the conversational based AI technology with the travel space. It maps a completely personalised journey for its users at every step of the way. For this, they have created a virtual travel bot- Genie, which acts as a perfect travel buddy for the user. The AI enabled Genie learns the preferences of the user through their usage pattern. The company believes in making machine act like humans and not the vice versa.

Being a travel tech start-up, the company has developed a complete algorithm for best human experience. Also, the company has not restricted itself to one vertical. It has planned out to enter in every possible sector and integrate them with highly customised conversational AI technology. The company has also planned out to enter into the verticals of hotel booking, cab bookings, table booking in cafes, etc and transform them into effortless techniques.

The company has collaborated with the travel players like Indigo, Go Air, etc not just to book tickets with them, but also to provide the users with best benefits and experience with the partner flights. It has also partnered with several banks and payment platforms to allow easy payments and faster booking of services. It is currently approaching every industry irrespective of their size in order to promote low touch/ no touch technology. This technology would enable to switch towards smarter business solutions and help fight against COVID19 pandemic. The company has further plans to collaborate with frequently used apps in order to provide benefits to the users as well as the associated partners.

OFFERINGS:

GenieTalk has been constantly working on making human work effortless and thus developed the **OGenie app.** This is an AI-powered travel application which acts as a VIRTUAL TRAVEL BUDDY for the user. It can book travel tickets and can make the users journey effortless by taking care of every minute part of travel.

OGENIE LOGO:

Through this app, one can Search-Book- Board-Arrive on voice commands. The user just needs to speak OGenie and the Genie gets activated.

OGENIE ELITE:

The OGenie Elite is a subscription model created and adopted by OGenie for providing additional benefits to the customers and of course building customer loyalty towards OGenie app. The Elite Service is a paid subscription and hence the users need to purchase it for annual usage.

The elite services include:

1. Free Unlimited Rescheduling,

2. Free meal during the journey,

3. Free seat preferences,

4. Discounted cancellation,

5. OGenie reward points.

OGENIE ELITE RENTAL SCHEME:

The users can buy the elite subscription based on their consumption pattern annually. The company provides following packages:

1. Services for 4 flights @ Rs 499

2. Services for 8 flights @ Rs 749

3. Unlimited services @ Rs 1499

TARGET AUDIENCE:

The company claims that the Millennials, GenZ, travel enthusiasts, Tech Savvies, DIY (Do It Yourself) customers and business travellers as their target audience. The company has built this app for the DIY users who can avail and thus experience directly the services of the travel buddy and thus believes that the majority of all the mentioned categories fall under the same.

FUTURE SCOPE:

As the pandemic has changes the lifestyle of each individual completely, the businesses are looking for smarter solutions to be incorporated to fight against the pandemic.

GenieTalk has come up with a smarter solution for almost every business in terms of low touch technology. The conversation AI algorithm of GenieTalk would enable industries to transform into low touch technological environment where every activity can be made possible through voice commands. The algorithm has a huge scope in chat support, operational activities like commanding lifts to move to commanded floor, etc.

TRUSTED PARTNER

Air Ticket & Services

EaseMyTrip | cleartrip
skyscanner | CIRIUM | Deccan
PASSNFLY | Booking.com | FlightGlobal | OAG | GVK

Bus Services
redBus.in

Security
HackerGuardian

Notifications
SendGrid
B

Payment Partner
Paytm
PayUmoney
PayPal

Food
zomato
Faasos

Cabs
OLA
Uber

Hospital- Quality
PORTEA

Entertainment
book my show

O Genie

COMPETITORS:

Chatbot

Booking.com | KAYAK

Sam:] | CLAIRE | Pana

lola | mezi | BEBOT

Voicebot

O Genie
VIRTUAL TRAVEL BUDDY

Tara | halo

17

G. **GROWTH STORY OF THE COMPANY:**

LEADERS

Mr. Ankit Kimtee
Co - Founder

Mr. Vivek Jain
Co - Founder

Mr. Santosh Kataria
Co - Founder

Mr. Nikhil Pande
CTO

Mrs. Ruchika Drabla
Growth & Marketing Head

Mr. Swapnil Pote
Principal Data Scientist

Ms. Arpita Mishra
Human Resource Manager

ADVISORS AND MENTORS

Jai Singh Jain
Angel Investor
Director,
Shankeshwer Group of
Companies

Umasankar Nistala
MD & CEO,
BNP Paribas
India Solutions

Devesh Chawla
CEO & Founder,
Chatur Ideas

Vinay Kalantri
Founder & MD,
tmw fintech Ltd.

Miten Mehta
*Co-Founder, Spinta
Accelerator
Consultant, Google*

18

The company was incorporated on 27th July, 2016. It is a AI based start-up which started as a solution provider to different partner companies by integrating with the conversational based AI. The company has been working since then in the field of artificial intelligence and information technology. It was more of a technical consultant firm until the idea for a virtual travel buddy was set up. The company developed a voice bot named as Genie which enabled zero effort conversational platform for the user. The bot is responsible in mapping the journey of the customer from start till the end. The company finally launched the product in January after the beta phase learnings and testing. The Genie is still learning the human way of doing things and so is the company stretching its wings in other verticals.

The company not only holds itself responsible for the growth of OGenie but also seems to be highly responsible for the growth of its employees. Having a employee base of 40 till date, the company never misses any chance of boosting employee motivation. The company promotes flexible working hours among the employees in order to enable them choose their preferences of the day.

Employee engagement programs are held everyday and special activities are conducted every Sunday. People are made to do Yoga, sing, dance and enjoy every moment in the workspace. Different departments have different roles in the organisation, but they integrate themselves accordingly as per the need. The hierarchy of the organisation has no bottom-up or top-down approach, i.e. anybody can contact any person directly irrespective of the position held in the organisation.

When it comes to recognition, the company categorises its employees as- EMPLOYEE OF THE WEEK, EMPLOYEE OF THE MONTH, EMPLOYEE OF THE YEAR, based on the
performance. This is again a part of employee motivation and retention in the company. Also, the start-up gives full ownership to the employees for every segment of business decision. The company maintains transparency among its employees and every head is open to discussion at any point of time.

This culture has most probably been responsible for companies' continuous growth and increasing customer base. Working on different projects and brainstorming for the same has opened the minds to work more enthusiastically.

H. **OGENIE'S 7S FRAMEWORK:**

The 7s framework assists the businesses to analyse the seven factors of the business that need be flexible enough to be updates and hence lead to fruitful results. Those seven factors are classified as following:

HARD ELEMENTS	SOFT ELEMENTS
Structure	Shared Values
Strategy	Skill
System	Staff
	Style

The hard elements are identifiable and can be easily controlled by the management. But the soft elements are difficult to describe, are less tangible and more influenced by culture.

Strategy

The company has strategized many aspects for its survival and growth in the competitive world. It has developed a highly customisable conversational AI algorithm and is planning to leverage it to other industries with a view of transforming world into low touch era. The marketing strategies include influencer marketing, organic promotions, social media marketing, associate marketing, etc. The strategies also include the offerings to the customers in order to capture a portion of market segment.

Structure:

The organisation consists of a parallel organisational structure. This means that any individual can approach to the other person (Irrespective of position held in the organisation) without following any hierarchy. The company provides full ownership to its employees for the work and invites suggestions from each member. Transparency is maintained in the organisation. Instead of being operating under parallel organisation culture, the final decisions are still taken by top management only.

System:

The organisation is follows very systematic processes for every task. A scrum is taken in the morning with all the employees of the organisation. They are asked for the report for the

previous days work and to-dos for the day and then they are assigned work accordingly. Also, a systematic procedure is followed from proposal of any document till its execution. The attendance of every employee in case of WFH and the communications are monitored on slack.

Shared Values:

With a view of growing with technology, the organisation promotes same values towards the growth of employees. They believe the employee to be a crucial part of the organisation and hence are very inclined towards providing positive vibes to them. The diverse culture and the ratio of male to female employees in the organisation clearly depict companies values towards equality. The fundamental value shown by the company is the ethics, sense of ownership and integrity in the environment.

Style:

As a startup, Genie has a centralized leadership style. This has made Ginie a long way to become one of the successful startups in India. The advice provided by the founders in all aspects is invaluable and respected by all. This helps create a sense of community among all Genie employees and makes hungry people very competitive in their work. As a community, whenever an employee encounters difficulty, other colleagues are very friendly and understand each other. In addition, having entered the department, each of them is very competitive, and the group can bring better results.

Staff:

The company appreciates each employee and his contribution to the company. The main responsible posts are Technical Manager, Marketing Manager, Promotion Manager, Advertising Manager, Content Manager, Human Resources Manager, Client and Financial Manager, etc. As the business grows, Genie plans to hire more employees to work under supervision. All managers did a good job and completed several tasks several times. Over the next few years, the company should increase its headcount to assist existing employees.

Skills:

The most famous is that Genie is famous for its self-made technologies. The technical team led by Dr. Swapnil Pote is the company's core strength. Dr. Pote developed a billion-dollar complex dialogue integrating conversational artificial intelligence at Genie, but the attention of marketing and the brand attracted attention. The team is effectively led by Ruchika Drabla.

All employees have the opportunity to work in the most difficult conditions, which leads to the success of the company. To track employee performance, PoA is conducted once a week, in which KPIs of each employee are evaluated. In the future, the company plans to launch AI continuing education programs for all of its non-technical employees.

I. **PORTERS 5 FORCES STRATEGY**

BARGAINING POWER OF SUPPLIER

In the case of this company, suppliers refer to the different partners associated with them. The suppliers include players from the aviation industry, banking sector and many other travels associated partners. Since the suppliers belong to a perfect competition, the bargaining power of the supplier towards the company tends to be low.

BARGAINING POWER OF BUYER

The company is among the few of the forerunners in the world in terms of AI powered digital experience be it voice bot or conversations, transforming the world from rule based to interactive deep learning algorithms. The buyers of the company in case of its B2B vertical have thus a moderate bargaining power. Since, the competitors to the company are the big giants like Siri, Google, Bixby and Alexa in case of OGenie app. These players have captured a major portion in the conversation AI industry. Also, the B2C vertical competes in the online air travel industry either directly or indirectly with competitors including MMT, CLEARTRIP, PAYTM, HAPPYEASYGO, etc. Thus, the bargaining power of customers is high in case of travel bookings through OGenie.

THREAT OF NEW ENTRANTS

Since the company is new in the market with just 4 years of incorporation, the company tends to have a high threat of new entrants in the industry. Already a major part of industry is captured by MMT, ClearTrip, Paytm, HappyEasyGo, etc. in the online travel booking sector imposing a major threat to existence in terms of flight booking. Also, in case of OGenie being a conversational AI based travel booking application, any new entrant may tend to be harmful for the company's survival and growth indicating a high threat of new entrants.
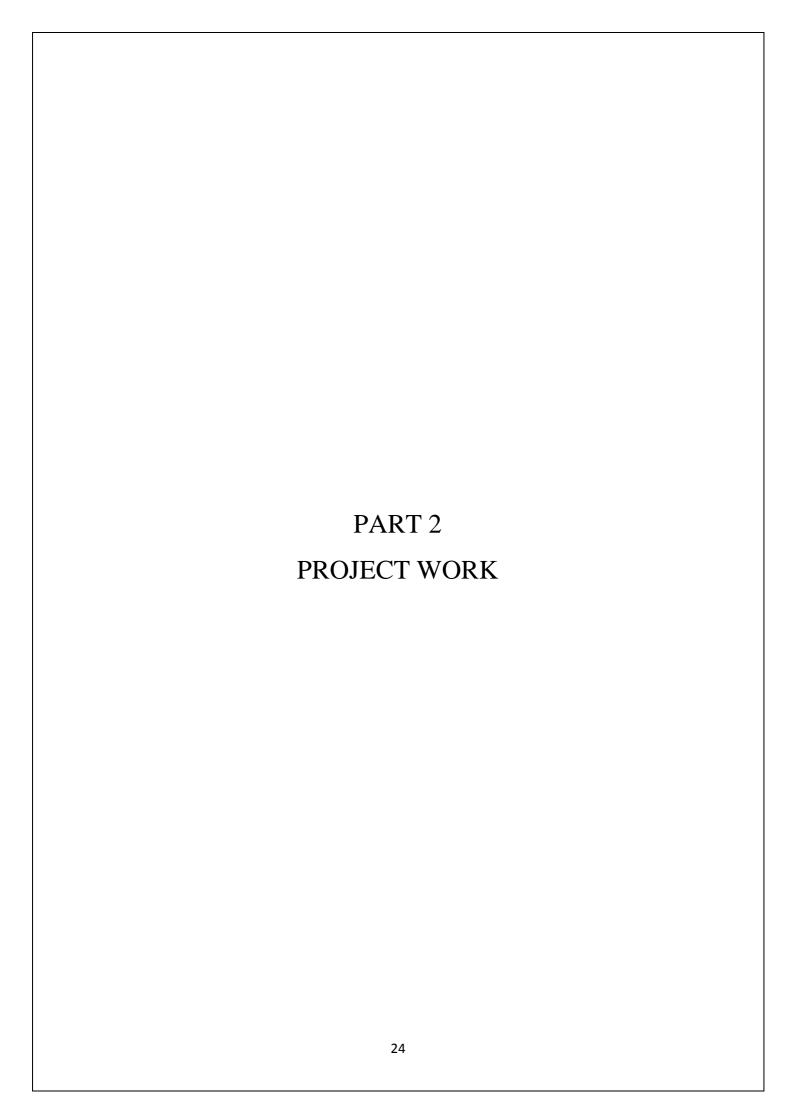
THREAT OF SUBSTITUTES

The company has a moderate threat of substitutes. The reason is that the big joints like google, Siri, Bixby, etc are not specified to flight bookings over conversational based AI algorithms while OGenie app is specifically designed for the purpose of making travel effortless. Thus, a very few substitutes exist in the industry within the same domain.

COMPETITIVE RIVALRY AMONG EXISTING PLAYERS

The rivalry among existing players in terms of conversational based algorithms is quite low in case of travel tech specialisation. While, giants like MMT, HappyEasyGo, Cleartrip, etc., have been into tough competition in the online travel app industry but OGenie's USP of conversational travel buddy enables it to stand out of direct competition.

While, the competitive rivalry is high in case of OTAs. Market players like HappyEasyGo being one of the fastest growing online travel agencies have highly contributed to increasing competitive rivalry among existing players. Its cheapest pricing model, attractive offers for new and existing users and partner benefits has been a major source of increasing rivalry among the existing players.

PART 2
PROJECT WORK

PROJECT WORK:

At the very beginning of the internship on 6th April, 2020, Arpita Mishra- Human Resource Manager at GenieTalk Pvt Ltd and Ruchika Drabla- Digital & Growth head at GenieTalk Pvt Ltd held an orientation session of all the newly joined interns in the company. It this session, they introduced us with the basic vision and mission of the company, the work culture and ethics, their operations and other details required for us to know. Then we had an introductory session with all the members of the company post which Mr. Vivek Jain- Co-founder at GenieTalk Pvt Ltd and Ms. Ruchika Drabla allotted us mentors and our responsibilities to be served. During the meeting itself, we were also informed about the situation of the company and the industry after the spread of global pandemic.

Soon after, my mentor Mr. Utkarsh Gupta briefed us about the tasks we needed to perform. He informed me about the projects I would be taking under his supervision with necessary details.

The summer internship program with GenieTalk Pvt Ltd allowed me to work on following projects and assignments during the period of 9 weeks.

- Project 1: Influencer Marketing
- Project 2: Research work and preparation of BRDs for customer acquisition and retention for OGenie app
- Project 3: Social Media engagement campaigns
- Project 4: Research for Strategic Decision Making
- Project 5: Research work for lead and demand generation of customizable AI tech by GenieTalk.

These projects have been described in detail in the following section.

The Summer Internship Program was completed in two phases of one month each. The first month experience was gained by working for OGenie app (A product of GenieTalk Pvt Ltd) and the other half part was covered by working for the GenieTalk Tech solutions.

Project 1: Influencer Marketing:

As already mentioned in the above sections, OGenie was a product, very new to the market and then was almost in the introductory phase of the Product Life Cycle. To take the product to the next stage, the company required to market the product at large which required a good marketing budget. The product is currently categorized under an Online Travel Agency, quite different from the giant players like HappyEasyGo, MMT, etc. The hit on travel sector due to the pandemic stopped the revenue generation for the company and hence, it has to cut down its marketing budget.

Influencers marketing is that part of marketing in which the influencers are asked to promote the brand on their social media handles and influence their followers with the content suitable to their follower base. These influencers were classified as Nano Influencers (having less than 10K followers), Micro Influencers

(with a follower base of 10K to 50K), Macro Influencers (with followers more than 50K) and then came the Blue Tick Influencers which consist of celebrities and popular public figures recognized by Instagram. My work started with researching for potential influencer and then categories them as per the norms. After the research was completed with a detailed list of potential influencers, I started to contact them via E-mail, Instagram direct messages or direct calls. The company focused on Nano Influencers looking at the budget constraints. These influencers were brought on-board and were offered attractive giveaways.

Also, we were supposed to design the strategies for how the influencers would work for us and thus this project integrated a little touch related to Social Media Content Strategy. I was supposed to report to Utkarsh for the work.

Project 2: Research work and preparation of BRDs for Customer acquisition and retention for OGenie app

While working in the field of influencer marketing, I was asked to simultaneously work on different projects. One such task was to conduct research from secondary sources and prepare BRDs (Business Research Documents) for customer acquisition and retention. I was supposed to study the business models of the competitors and then strategise for our policies.

These BRDs included:

1. New User Benefits Schemes: In this document, I researched for the existing offers in the industry through which customers are attracted. Then I prepared strategies for acquiring new customers to the company. The strategies included-
   a. Instant Discount
   b. Cash back Offers
   c. Reward Points
   d. Wallet Cash Offers
   e. Zero Convenience charges
   f. Complementary services for free
2. Loyalty Benefits: The OTA industry offers loyalty benefits to the customers in order to retain them. I also worked for the same model to be implemented with the product. These benefits included:
   a. Discount coupons for next time purchase
   b. Offers for couple bookings
   c. Free complementary services
   d. Loyalty Points
   e. Referal benefits

Project 3: Social Media Engagement Campaigns:

When we started our internship, all of us were asked to analyze the social media handles of OGenie. Since,

I was working with the Instagram Influencers; I focused on Instagram profile the most. It was noticed that the Instagram Page was highly active but had a very less engagement. I with my teammate Jagdish developed full Social Media engagement campaign which included Instagram Engagement Challenges, Ask me a question contest, etc. To fulfill this project, I first analysed the difference in Content on different platforms in order to give the best to the organization.

Project 4: Research for strategic decision making:

The research was based on Growth and outreach for OGenie app. I was assigned different tasks by Utkarsh for research, analysis and possible rollouts the company can make. In this project, I worked on different Business Research Documents which were fortunately recognized to be important by the top management. These BRDs include

 a. OGenie Elite rental policy

 b. Freemium Policy

 c. Getting started with Snapchat

 d. Snapchat Content Strategy

 e. OGenie Live Project for Students

 f. OGenie Voice Sample Collection

 g. UX\UI design for webpage

The company assigned us different topics to research on. The research conducted by us was required to be presented in a documented form after adding our analysis and suggestions to it. These documents were then forwarded to the higher management and discussions were held for a impactful decision.

In this internship tenure, I worked with two teams as already mentioned; one was OGenie team and other was Corporate-tech team.

Project 5: Research work for lead and demand generation of customizable AI tech by GenieTalk

As the pandemic continued to spread and situation started becoming more uncertain for the travel industry, the company decided to sell the technology it has already integrated in its product. The motive was to transform the world into low touch era. I was assigned a project in which I was required to prepare a Market sizing document for the new domain. The market sizing document is the research done before launching a product in the market. Then, I was asked to search for the point of contact in different potential companies for the sales to happen. The point of contact was then sent a connection request over LinkedIn and meetings were scheduled after the conversations took place.

PART 3
LEARNINGS

LEARNINGS FROM THE SUMMER INTERNSHIP PROJECT

The summer internship project was an amazing experience with buckets full of knowledge and fun. It was really an opportunity to practically apply the theoretical concepts which I studied in three years of BBA as well as 1st year of MBA. The learnings from the internship are listed below:

- Research is the basic process of any activity to be conducted. One of the key learnings from the Summer Internship Programme is the importance of a well conducted research and its impacts on the actual work done.

- While presenting an idea to superiors or managers, always prepare a proposal with Who, What, Why, When, Where and How brief, competition, feasibility and likes of the same.

- Team work plays a very vital role in making any project/plan successful. This requires maintaining proper relations with the teammates and good understanding among them.

- It is important to understand the actual potential of every team member as soon as possible for efficient and effective working and execution.

- Work recognition is very much important in an organization to keep the employee motivated. Sometimes, the employee needs to emerge out just to showcase his/her contribution towards achieving organizational goals.

- Every business requires time to establish, especially in the case of startups. Everyone needs to be very calm and patient. Creativity and foresightedness thus play a crucial role in stability and growth of the organization, most importantly when the economy is facing a huge recession.

- The tonality of the content creates a subliminal effect that goes unnoticed by the audience, but is carefully designed and positioned by the marketer.

- Content is beyond creativity. It requires the right frameworks, research and tools of marketing to get the required traction.

- Better understanding of a formal event management, targeting and reaching the prospects and communicating the messages through the right collaterals.

- Understanding the competitors' USP and their value proposition is equally important while going on field and presenting your own product.

- The colours, tonality and content on the visualate are all of equal importance.

- Getting the connect through colloquial language is another key aspect.

- The marketing services industry has many thought leaders as their influencers, thus relationship management becomes a key step in the process.

- Making brief presentations that are encompassing of the product and works as a convincing sales pitch.

- Formal etiquettes like the right tone to communicate, the right way to greet managers and the correct way to report work done. These usually go unnoticed but have a huge significance

- Formal Practices like being punctual, appropriate dress code even for virtual meetings, communicating well, meeting deadlines etc are again a part of the role and thus should be followed
- In case of a boardroom split or a personal conflict in the meeting, always be neutral and never pick a side
- Always have a post event report ready, for smallest of the events and meetings
- Communication, being the key to efficiency, can be improved by understanding the model of Attention, Acceptance and Action
- While presenting your offering to a client, cater it as per the need of the individual client. Client pitch decks cannot be the same for two clients
- Summarizing the projects with a summary report enables better analysis of work and also suffices future record requirements

PART 4

ANNEXURE

INTERNSHIP CERTIFICATE:

O Genie
VIRTUAL TRAVEL BUDDY

Date: 18.06.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Mridul Jain** 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 his internship, we found **Mr. Mridul Jain** 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. Mridul Jain** 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

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LETTER OF RECOMMENDATION:

O Genie
VIRTUAL TRAVEL BUDDY

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

Mridul has been very energetic and goal-oriented. He also grasps new concepts quickly and has made substantial contributions to the organization's work structure with his thought process and implementation.

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

For **GenieTalk Private Limited**

Vivek Jain
Director