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Duration of Internship	6Th April, 2020- 4th June, 2020 (8 weeks)
Date of Report:	5th July, 2020
Purpose of Report:	Partial Fulfillment of SIP 2020
Prepared For:	Institute of Management, Nirma University
Submitted To:	Prof. Chetan Jhaveri

<u>Undertaking</u>

I, Palash Gopalani, 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. Chetan Jhaveri, Faculty, Institute of Management, Nirma University.

This project work is submitted in the partial fulfilment 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.

_____

Palash Gopalani

191436

MBA FT (2019-21)

Institute of Management, Nirma University

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<u>Acknowledgement</u>

At the beginning of this report, I would like to extend my heartfelt and sincere obligation towards all the people who have helped me in this endeavour. Without their active guidance, help, cooperation & encouragement, I would not have made headway in the project.

To start with, I would like to thank GenieTalk Pvt Ltd for providing me the opportunity to undertake this Internship, which will undoubtedly prove to be very beneficial to me in my future assignments, my studies and my career ahead.

I wish to place on record, my deep sense of gratitude to Mr. Vivek Jain and Mr. Ankit Kimtee (Co-founders at GenieTalk). They have always supported me and provided constant guidance and advice. I would also like to thank Ms. Ruchika Drabla (Digital & Growth Head at GenieTalk) for her faith in me which ultimately boosted my confidence and motivation towards my work.

I am also grateful to my faculty mentor, Prof. Chetan Jhaveri, for his constant guidance and support in the completion of my project, as well as for being available all time for advice and mentorship.

<u>Executive Summary</u>

For my Summer Internship Program, I was provided an opportunity to work in GenieTalk Pvt. Ltd., a travel tech startup based in Indore. I always wanted to work for a startup as it provides an unmatchable experience of handling multiple departments at a same time and a sense of ownership in each and every one of the employees.

The company has come up with an intuitive, advanced and an exciting way to plan your flight travels. Their product "OGenie" is a mobile application which plans all your travel at a single command of your voice. The application is backed up powerful AI engine and provides a personalized assistance to each of its customers. Due to Covid 19 drastic effects on the travel and tourism industry, the company decided to branch out their operations. They have now started licensing their AI technology to other companies by creating a chat or a voice bot for them. The company is also developing "Corporate Travel Desk" application specifically for business travelers.

I had a two-fold role in my summer project. The first role was managing and creating content for company's new YouTube channel. My second role was sales oriented. I had to collect and assemble leads for our new ventures and then pitch them about our services. Apart from my roles, I also conducted research on "Touchless Economy" and how we can use AI for a better future.

Part A

1. Introduction

1.1 Industry Classification and Structure

GenieTalk Pvt. Ltd. Started off its operations to revolutionize the way we plan our travels. It uses its artificial intelligence technology to provide an effortless experience to its users. But due to recent pandemic situation, the company has branched out and has started providing AI solutions to other merchants. The AI solutions are in form of voicebots and chatbots.

Due to its dual operation, the company can be classified under the following industries: -

- Travel Tech Industry

- Tech solutions Industry

The travel and hospitality industry is highly fragmented with an intense competition. The travel tech industry basically consists of all the agencies who use technology to expedite travel arrangements.

The industry is classified as follows: -

- **Transport and accommodation providers: -** These consists of airlines, bus companies, cab companies. They act as suppliers of the industry. They are the primary price controllers.

- **Booking Agencies: -** These consist of all the small shops providing travel solutions to big multinational companies such as MakeMyTrip. They help their customers plan their travel and help suppliers such as airlines to sell their tickets.

The booking agencies can choose from either of the two following models: -

- **Merchant Model: -** In this model, the agency buys bulk amount of tickets in advance and then sets a price accordingly for its customers. This type of models requires an immense amount of investment and high working capital to succeed.

- **Agent Model: -** This is the most common model adopted by the new comers. The agencies get paid a commission fee from both sides i.e. the suppliers and its customers. This revenue model does not require a high mount of investment to begin with.

Factors affecting competition in the industry: -

- Relationship with the suppliers i.e. airlines, hotels etc.

- Customer experience and user interface

- Offers and promotions while selling services

- Market share and capitalization

- Efficient customer support

- Financial Reserves of the company.

1.2 Current Trends in the Industry: -

- **Internet of Things (IOT): -** Internet based inter-connectivity between everyday devices.

- **Recognition Technology: -** Finger print, facial, voice and retina scanning identifiers.

- **Virtual Reality: -** A virtual recreation of a specific place.

- **Augmented Reality: -** Similar to virtual reality but it augments user's real surrounding instead of replacing them.

- **Artificial Intelligence: -** Chatbots and voicebots to provide a human essence and touch to its users.

- **Big Data: -** Data collection and implementation to provide a more personalized feeling to users.

1.3 Impact of Covid 19 on Travel and Tourism Industry

Whenever there is downfall in the economy of a country, travel and tourism industry are the first ones to suffer as people start to reduce their travel budgets to begin with. But in the case of Covid-19, tourism plays direct role in the spread of the disease.

Travel and tourism all around the world had almost came to a standstill the last two months and is barely recovering presently. People and the Government have been vigilant in restricting travel all around the world. For some coming time, people would prefer to travel only when it is extremely necessary. This also has a direct impact on the tech industry supporting the travel and tourism industry. All the companies in the tech travel industry depend completely on the commission they earn on booking of hotels and transportation.

The WTTC (World Travel and Tourism Council) predicts a job loss of 12 to 14 per cent. According to a forecast by Mobility Market Outlook on Covid 19, the global revenue of the travel and tourism industry will decrease by 34.7 percent from the previous year.
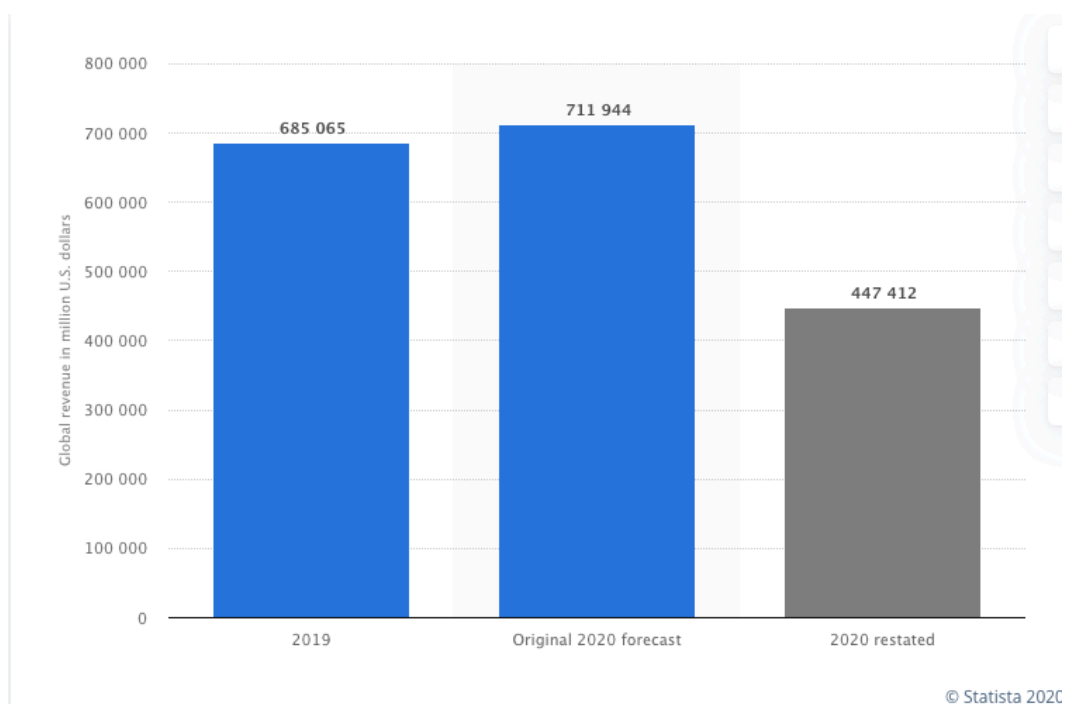
Fig 1: Estimated loss in the revenue
Source: - Statista

1.4 Travel Tech Companies reaction to Covid 19 around the world

The effect of Covid 19 to the travel industry has never been seen before. Almost 50 million jobs will be lost due to this pandemic. Amidst these hard terms, some travel tech startups and existent companies are looking to provide some amount of relief and solution to its customers.

- **Zostel**: A travel tech platform known for providing hostel like accommodation throughout the world has waived 100 percent cancellations fees on the booked accommodations.

- **RubiQ**: This startup offers it customers "Aircules", which is an AI powered mobile solution to provide updates to passengers and rebook from their personalized alternatives.

- **Sitata**: Working in disruption management, the company is offering its customers pre-trip health and safety guidelines, real time monitoring of travel disruptions and automated safety check-ins.

1.5 Company and the Technology used

Genie Talk Pvt. Ltd. Established in 2016, is a new age technology driven company. The founders have always felt the need of innovation in our day to day practices. They started their journey with their artificial intelligence platform based mobile application named as "GenieTalk". This one of a kind application was designed to simply the process of booking air tickets and remove all the hassle one has to face while travelling.

Company Moto: - Technology should learn the human way of doing things, not the other way around.

Growth story of the company: -

The company started in June,2016 with a belief and aspiration that technology should learn the human way of doing things. With a brief idea of building a personal travel assistant for flight travelers, the founders procured an initial funding and released their product named as "GenieTalk".

After initial release, the company experienced the challenge of convincing the competitors users to adopt voice search and use it to book flights. This still remains a big challenge for them as users still prefer the traditional way and require some more convincing to change their ways.

The company then decided to hire a new marketing head 'Ruchika Drabla' and she decided to rebrand the company's product and market it as a "travel buddy" instead of a "travel assistant". This step was taken to appeal to the younger generation.

The rebranded product "OGenie" was launched in Dec,2019 and it did manage to record almost 1000 app downloads in the next two months.

They also were in process to launch their subscription-based model "Genie Elite" providing additional features and benefits to frequent flyers. This was also planned in order to attract frequent flyers and gain a steady stream of income.

From March,2019 the company is facing unprecedented problems as the travel industry is worst affected by the ongoing pandemic Covid-19. To combat this situation and to stay alive, the company decided to venture into other verticals.

The company is now looking to partner with other industries in different verticals and use their AI technology to provide them with solutions and corresponding services.

The company is also looking forward to build a "Corporate Travel Desk" which assists the corporate travelers by tracking their expense reports, an advanced approval system and their detailed travel history.

Fig 2: Organization of GenieTalk Pvt. Ltd.

Technology behind Genie Talk Pvt. Ltd.

The technology in use by the company is known as Conversational AI. It refers to the use of chatbots and voicebots to perform and automate communication. The bots are designed in

such a way as to provide a more personalized feeling to the user. An integral part of conversational AI is machine learning. It refers to teaching the machine, the human way of interacting with others. The conversational AI technology and machine learning are implemented by the use of transformers-based NLP engines (Natural Language Processing).
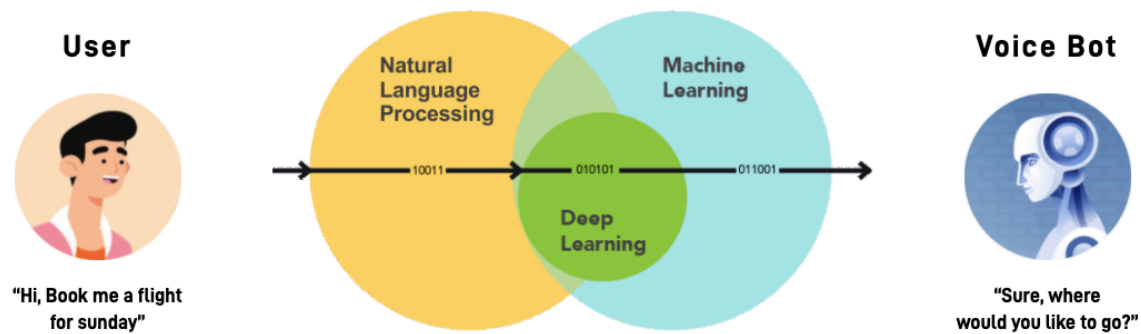
Fig 3: Working of AI

Conversational AI helps analyze texts on the basis of: -

- Entity Extraction: - It means identifying the keywords and key phrases.

- Text classification: - This is done to better understand customer behavior.
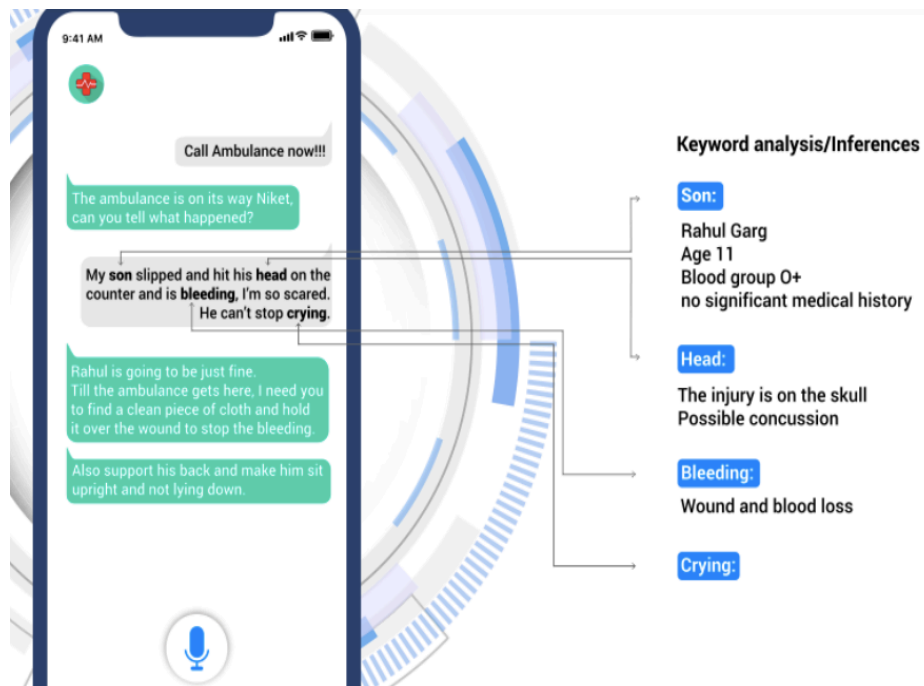
Fig 4: Conversational AI Process

1.6 The 4 P's of Marketing: -

Products: -

GenieTalk Pvt. Ltd. currently has one product, one service and one product in development phase.

The details of the above mentioned are as follows: -

1. OGenie: -

The application was primarily targeted towards a high earning individual who is a frequent flyer looking for some automation in flight booking process and also towards those individuals who would want to experience how a personal travel assistant feels like. The company adopted 'black and golden' colors in their promotions to provide a "premium" feeling to their targeted audience.

Fig 5: Old application logo

The company in 2019, hired a new marketing head Mrs. Ruchika Drabla and she decided to rebrand the product. The company changed their primary targeted customer base to tech-savvy young individuals looking for advanced technology in daily lives. The promotions were designed to be more colorful and user friendly. They adopted 'green and purple' colors to provide a cooler feeling to their outgoing communications. The company also changed its product description from "Virtual Travel Assistant" to "Virtual Travel Buddy". Finally, they named their product as "OGenie" as in "*Oye Genie*" (Oye signifies someone calling their friend) to connect with the current youth.

Fig 6: New application logo

"OGenie" application takes in use of next-gen artificial technology and performs the following functions for its users: -

- Searches and displays all the flight listings the user asked for.
- Books, reschedules or cancels flight tickets seamlessly.
- Provides intelligent flight alerts to its users.
- Provides an option of automated web check in.
- Remembers user's preferences over the time to provide a more personalized touch.

The major difference between "OGenie" and other flight booking apps is that it performs all the tasks at the single command of user's voice. The app uses voice recognition and processing to understand the commands and is also capable of continued conversation due to its AI technology.

Fig 7: Use of AI to travel smart

The product earns revenue for the company on a "Per Transaction basis" in form of convenience fee form both the parties i.e. from the user booking a ticket and from the particular airline's whose ticket is being booked.

GenieElite Service (Part of OGenie): -

In order to earn additional revenue and create a loyal user base, the company has also started its subscription service which provides exceptional benefits to its users at a nominal price.

The service is redeemable from the application directly. The subscription details are as follows: -

Rs 1999/- per year

In this subscription model, a user gets unlimited flight reschedules, discounted cancellations free seat and meal selection on selected flights.

This is a very attractive subscription model at the current times as flight schedules are at a mercy of government interventions. Users availing this service would not have to worry about their upcoming flight cancellations or rescheduling.

2. Software as a Service: -

The second business venture or vertical the company is involved in is using its artificial intelligence technology to build "virtual chat bots" for other companies. These bots are used by companies to replace customer care executives and thus cut huge wage costs. The targeted customer base is all major companies from across all industries looking to streamline and improve their customer care department.

Features of implementing conversational AI in SAAS (Software as a service) Model: -

- Virtual assistant performs duties on voice commands.

- 24 by 7 availability

- Collection of data by holistic digitalization.

- Better understanding of customers due to detailed analytics and reports.

3. Corporate Travel Desk (Development Phase): -

The company is also working towards creating a "Corporate Travel Desk". It's an application which will be used to simplify the corporate flying experience. It will create expense reports, expedite approval process from the superiors, maintain a log of all the invoices and keep a record of travel history.
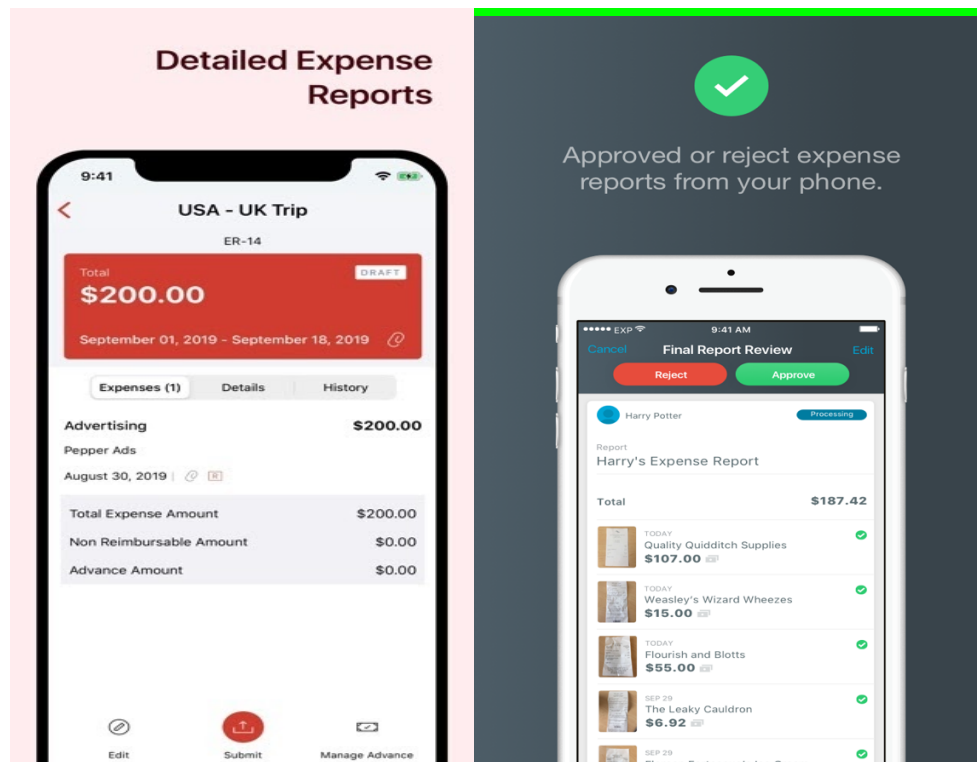
Fig 8 : An example of Corporate Travel Desk

<u>**Price: -**</u>

Their primary product "OGenie" is a free application available in the play store and Appstore. The commission is passed on by trusted partners on percentage basis.

They also have a subscription service for their app which is newly launched. It is priced at Rs 1999/- per year.

Their new ventures in SAAS is still in development phase and talks are in progress for partnership, hence no price information is available at this point. It will be a license fee-based model.

Placement: -

The product "OGenie" i.e. their travel app is basically positioned for tech enthusiasts in the age range of 25-45, frequent flyers such as corporate travelers and anyone who is looking to move forward from the traditional forms of booking flights.

Their newly launched SAAS (software as a service) model is aimed towards any industry player which has a customer service in place. They will provide them with chat and voice bots support.

The application "OGenie" is free to download on App store and Play store.

Promotion: -
For promoting their brands and products, the company is solely dependent on digital marketing. They are currently active on social media handles such as Instagram, Facebook and Quora. The content team is also responsible for writing blogs about their products so as to gain some amount of traffic on their website.

To attract new clients and employees, the company is very active on LinkedIn. It is the primary mode of lead generation and formal communication for the company.

1.7 Competition in the market

With the advent of mobile applications from 2010, the leisure app market is highly competitive.

In B2C domain or the application segment, the main competitors are all the booking applications in the market. Such as MakeMyTrip, ClearTrip, EaseMyTrip etc. These applications provide the same service to its users i.e. flight booking and have additional features like other travel modes and hotel booking options.

In B2B domain or the SAAS segment, the top competitors are Quytech, Day One Technologies, XenonStack, Softweb solutions, ThirdEye Data and all such companies which are selling AI solutions to all industries. These companies have added advantage of a much larger experience in developing and selling of this service.
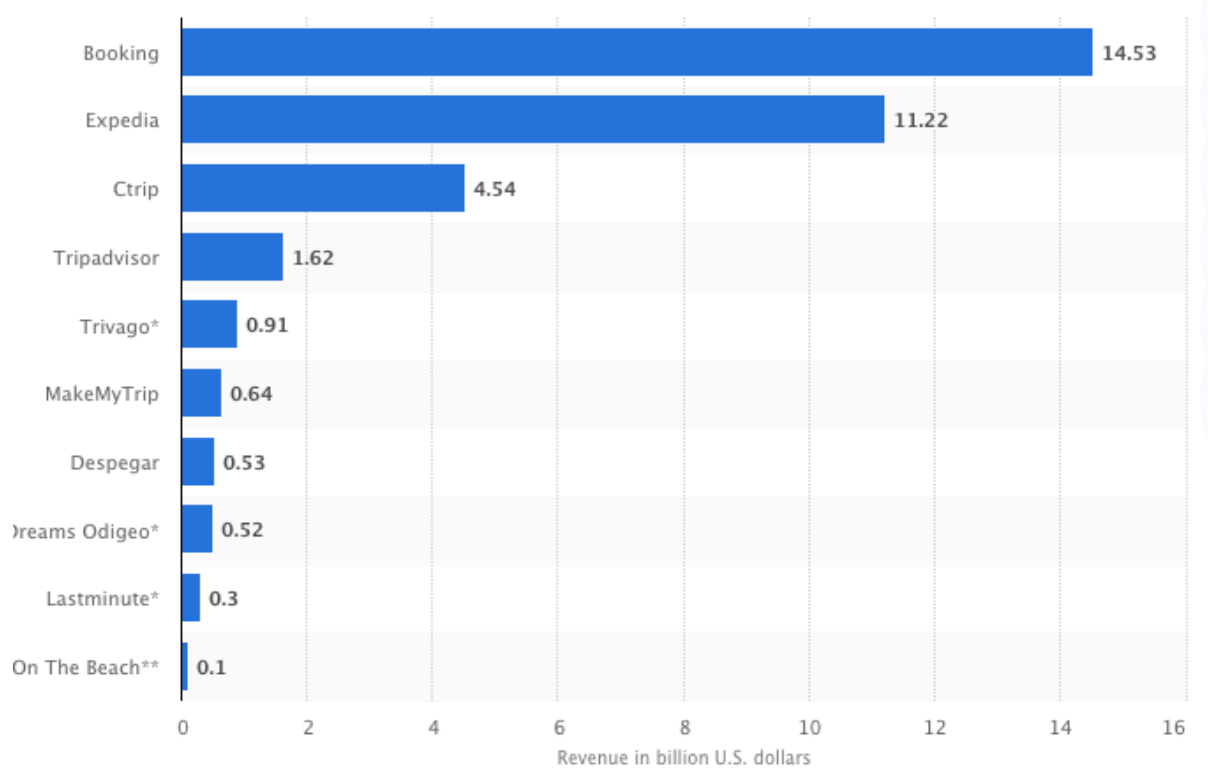
Fig 9: Top Travel apps by revenue earned in 2018
Source: Statista

Part B

2. Project Work

2.1 Situation Analysis: -

To understand and comprehend the current scenario the company is, I have performed a SWOT analysis, Porter's and 7-S framework. The analysis will provide us a clearer picture on the problems the company is facing and how it can use its strengths to rectify them.

SWOT Analysis: -

Strengths: -

- The voice recognition and processing by the virtual bot machine used in the application is top of the line. The bot is highly trained in understanding complex voice commands and is also capable of continued conversation.
- The company has invested heavily to develop their artificial intelligence technology and are thus leveraging it to earn revenue.
- The work staff i.e. mainly the marketing and the tech department are highly trained and efficient. The founders have immense knowledge of the field and provide a motivating environment to work in.

Weaknesses: -

- The company has invested heavily in tech department but lacks the needed budget for the marketing department.
- The company still has a very low number of employees and in order to grow, it needs to hire additional workers in almost all the departments.
- The company still has no loyal customer base in place. The repeat customers are very less in numbers.
- Less number of followers on almost all the social media platforms is one of the biggest weak point for the company.

Opportunities: -

- The current trend in the customer service department shows that there is an immense need of virtual chatbots in almost all the big industries out there.
- The younger generation is inclined towards trying out new technology. The company needs to tap that audience as soon as possible.

Threats: -

- Existent companies such MakeMyTrip, ClearTrip etc. dominate the ticket booking segment and also provide users an option to book hotels, buses and cabs on their portals.
- The current Covid-19 situation has been hardest on the travel industry and it could take almost a year for things to go back to normal.
- The virtual chatbot industry is highly competitive and most of the big companies have already invested in a chatbot on their personal domains such as websites, applications.

7-S Framework: -
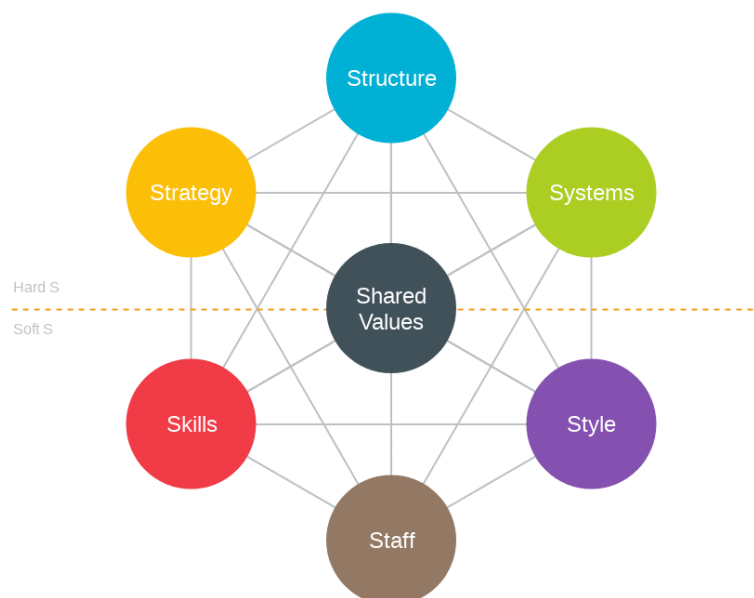
Strategy: - The company's strategy has always been of attaining the future. They have a dream of achieving complete comfortless and effortless approach of doing things. They have built a very capable AI and a machine learning platform. Their marketing strategy to attract its customers has been to display easy and convenient travel options. They emphasize on the use of voice search to save our valuable time and have a staggering desire for the use of AI to ease our living methods.

Structure: - Being a relatively new start-up, the company's structure is a very simple one. Each of the co-founders have a different area of expertise and oversee different departments. One of the co-founders oversees the marketing department, one oversees the investment and partnership department and the third one is in charge of the tech department. There is a separate HR and accounts department that report directly to the heads of each department.

Systems: - As it is a tech driven and an AI solutions company, the work demands the latest and high modifications systems. The company in order to build its AI has all the modern computer system available for its employees. For communication within the company, it uses slack as its primary communication tool and all outgoing communications with the clients are executed on 'Google Team' for the added layer of security.

Shared Values: - The company believes and follows the values of unity and equality in all of its employees. The founders and head of each departments are extremely friendly and helpful to all of their employees. In order to promote these values, the organization has some practices in place such as a dance routine on every Friday at 5:00 PM, sharing of street food on every Saturday in the office premises. The company also organizes team building exercises outside their premises to further unite the employees.

Skills: - Different skills are required in different departments. To be in tech department, you need to well versed with the current IT technologies, well versed with the particular coding languages such as .net, php and java. In the marketing department, sales require effective use of verbal communication skills, content writing requires creativity and effective written communication skills and design department requires creativity in using photoshop and CorelDRAW.

Staff: - The company has almost 80 staff members. Majority of the staff belongs to Indore, the home location of the company. Most of them in the marketing department are MBA graduates and in the Tech department are software engineers. The company follows a pattern of "Young staff to understand Young mindset". The heads of different department are highly trained with work experience ranging from 10 years to 15 years.

Style: - The style of leadership followed in the company is of holistic approach. Each individual is a leader of his own domain and is responsible for the growth of the company. The marketing style followed by the company is designed in such a way so that it appeals to the younger generation. The color and language of their communications are also designed in such way that it seems friendly and non-imposing.

Porter's Framework:-
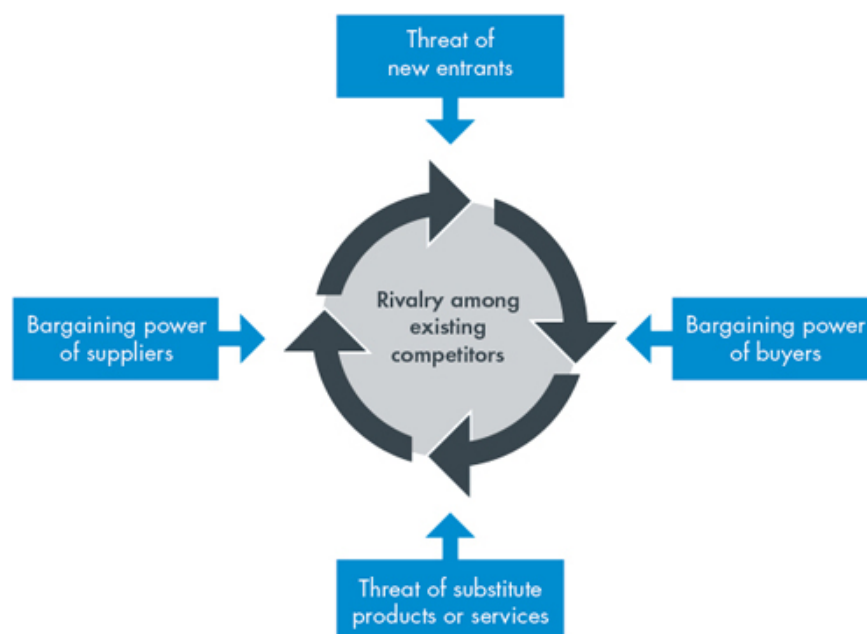
Internal Rivalry:- High and intensive rivalry among competitors is the main cause of aggressive price cuts and high impact marketing campaigns. The travel and hospitality tech industry is highly clustered and has strong market leaders from a very long time. The company 'GenieTalk Pvt. Ltd.' is up against industry giants like MakeMyTrip and ClearTrip

which enjoy a healthy and reliable customer base. They also have a large number of repeat customers. The competitors have a large funding and reserve behind their operation and can manage expensive marketing campaigns.

Supplier Power: - The number and size of suppliers deeply impact a organization's offerings. They are an integral part of a supply chain. Company's ability to substitute and the cost of switching also affect the bargaining power of a supplier. For our company, the suppliers are basically the airlines whose tickets are being booked on our platform. They completely control our operation of providing the service of flight tickets to our customers. The price of the tickets is also controlled by our suppliers and we have little to no amount of power over them.

Buyer's Power: - The difference between competitors' products and the price sensitivity majorly affect buyer's decision to choose which is more appropriate for them. For our concerned industry of flight travel and AI solutions, there are numerous numbers of buyers as well as numerous numbers of competitors. The company's primary product "OGenie" provides the same outcome i.e. a booked flight ticket as its competitors, but it differentiates itself on the process of booking tickets. The main issue of buyer's bargaining power that the company should be concerned of is that there are no switching costs available. Thus, a difficulty in maintain brand loyalty by customers.

Threat of New entrants: - This threat is imminent in those industries in which the barriers to enter the markets are very less. For our industry of tech travel and AI solutions the barriers are very huge to overcome. The initial funding is mammoth as AI development is extremely costly. One more factor that new entrants have to keep in mind is the 'first mover's advantage'. It pays highly to be a pioneer in any industry. The company "GenieTalk Pvt. Ltd." is first in India to implement complete voice bookings of flight and if it establishes itself, it would create a huge barrier for the new entrants.

Threat of substitutes available: - In a monopolistic market, there are always substitute available for almost all products and services. It is extremely necessary to differentiate your product and put extra efforts in marketing to maintain a loyal customer base. For our concerned company, there a lot of substitutes available for booking flights but they have differentiated themselves by the use of smart AI technology. For the AI solutions market, the

company is very new in that field and there are already a lot of existing players in the market. It needs to find a way to make a place and cement itself in the market.

2.2 Problems definition: -

Taking the situation analysis into account, there were the following major problems with the company which needs to be addressed: -

- **No user engagement and low social media following: -** Being a start-up, digital marketing is the most affordable source of communication the company has. Since its establishment in ****, the company still has a meagre number of followers across all the social media platforms. The company lacks a loyal customer base and word of mouth following as still not a lot of people know about the company or its products.

- **Need of new revenue streams due to current Covid 19 Situation: -** The pandemic has majorly affected almost all the sectors worldwide with the travel industry being the worst hit by it. For almost 2 months travel was at a standstill all around the world and is supposed to be down till there is some solution to the Covid-19 pandemic. The company depends on ticket booking transactions for its revenue and is deeply affected by the current turn of events.

- **Monopoly of tech giants** - A major competition in this space is with tech giants like Google assistant, Alexa, Siri and they post to play monopoly in the voice technology market. These AI assistants are backed up with huge funds and huge brand following. The tech giants are continuously investing a large sum of money in their R&D to keep innovating the service they offer.

- **High amount of funds**: - Development of AI technology for additional innovation requires a high amount of investment. Accumulation of these funds at a time of economic slowdown is a very tough job.

- **Debacle between R&D and Marketing**: - The main issue that arises after procurement of funds is where to invest them. Being a tech driven company, it is extremely important to keep on innovating and invest in R&D. On the contrary, being

a start-up and a new name in this field, it is also extremely necessary to market their offerings so that it reaches a wider range of customers.

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

In order to cope up with the drastic effects of Covid-19 situation, the company is looking for and working towards alternative sources of revenue generation. They have started using their AI technology to create chatbots for other companies. Current scenario demands reducing costs wherever possible and this vertical is surely a good option for the company to gain revenue. They are also building "corporate travel Desk" platform which would be useful once air travel is back to normal.

2.3 Objectives of the Summer Internship Project: -

- Engage users on the video sharing site "YouTube" so as to educate future customers on 'How To' and 'Why To' use "OGenie" mobile application.

- Conduct research on "Touchless economy" and suggest alternative uses of artificial intelligence technology.

- Assist the company on its new verticals by conducting research and generating accurate leads.

2.4 Expected Benefits: -

My contribution to the company will result in the following benefits: -

- User engaging video content which can be used across all the social media websites.

- Research on YouTube analytics demonstrates the use of correct video titles, its description and the timing of upload in increasing subscribers.

- Extensive database of high-level decision makers of the companies across all the major industries.

2.5 Methodology or Approach adopted during the course of internship: -

Task 1: -

During the first phase of the internship, I was placed in the social media department. My primary task was to increase our social media presence and help create user engaging content. I was given the responsibility of handling the company's brand-new YouTube account.

Before my intervention, the company had zero subscribers and zero uploaded videos on their YouTube channel. In order for the YouTube channel to get started, I performed the following duties: -

- Carrying out research on YouTube Analytics and understanding how meta tags, video title and description affect the performance of the uploaded video.

- Studying competitors YouTube channels and looking for similarities in the content which needs to be published.

- Creating content for two new scripts for the videos on a daily basis.

- Coordinating with the video creator and making him understand the vision of my video script.

- Maintaining an elaborate database of all the new scripts and the uploaded videos.

Task 2: -

The second phase of the internship mainly focused on conducting research on the company's performance and alternative business ventures due to Covid 19 situation. I conducted research on the following topics: -

- Collecting data on digital marketing Nano influencers on social media. We had to convince them to pitch our product to their followers.

- Creating use cases for artificial intelligence in the travel and hospitality sector other than just ticket booking.

- Creation of a touch less economy in order to maintain social distancing

Task 3: -

For this part of the internship, I was accustomed with the sales department of the company. The department had two basic functions to implement i.e. data collection and product pitching. My role in the department was as follows: -

- Listing out all the industries which would be interested in our product "Virtual chatbots" and "Corporate Travel Desk".

- Taking the use of "LinkedIn Sales Navigator" to find appropriate high-level contacts.

- Maintaining a database of all the contacts with their complete information ranging from twitter, LinkedIn handles to their website links.

- Contacting leads via LinkedIn and website forms to schedule a meeting with our Marketing department head and our founders.

2.6 Roles held during the project: -

Based on the above tasks, my role in the company can be summarized in the following points: -

- **Content Creator: -** My first allotted role as a content creator was very challenging and crucial. As the company had just started a new YouTube channel, it was extremely necessary that the new videos uploaded are in line with the existent content on other platforms such as Instagram. Their needed to be a strong integration between all the marketing communications performed by the company.

  I used to create content for 2 new videos' daily. The scripts were then checked and approved by the content team. The created content had to display the following features of our company and our product: -

  - User friendliness of the application.
  - Exciting new features
  - The value we offer over our competitors
  - New age demands new technology

  The videos were aimed towards changing our customer's base habits. The company wants its customers to stop using the same old methods of booking and planning air travel. With these videos, the company aims to give an insight of the new and advanced technology it possesses.

- **Research, lead generation and Sales: -** After the company realized that normal air travel would not be possible for the upcoming future, they started looking for additional revenue streams. My first part of research was based on 'How to use AI to cope up with Covid-19'. The second part of research was aimed at 'How we can use our existent technology and generate revenue'.

  After my initial research, I had to look and contact small time influencers. The idea behind this process was for us to create some word of mouth following at a cheap

price. We wanted such influencers to post about our product on their respective social media influencers and educate their followers about our company.

The last month of the internship was focused towards finding leads and start selling. I was handling the lead generation and sales pitching for the 'Corporate Travel Desk' department. The first step for finding relevant leads was to look at the right place as not all companies would want to invest in a corporate flying program during this pandemic.

I started looking for companies with 10,000+ employees' strength and created a database of high-level contacts from across all the major industries. The last step for me was try and contact all the contacts on LinkedIn or their website and schedule a meeting with our founders and our marketing head.

2.7 Suggestions, Recommendations and Changes required in the Organization: -

- **Social Media Negligence: -** First most, the company needed to take social media platforms more seriously. Before our internship, the company had a meagre number of followers on Instagram, Facebook and had no amount of presence on YouTube. The company needs to divert a small no of employees and financial resources towards social media handling if they wish to earn some word of mouth following.

- **No Sponsored content: -** One of the most important aspects of digital marketing is Google AdWords. The company has still not invested in their digital marketing department. None of the social media handles were monetized and neither the company invested in any type of ads for example: - display ads on other websites, sponsored text ads on the search engines, banner ads. The company is still dependent on organic searches for user recognition and engagement, which is highly limited.

- **Learn from its competitors: -** Companies such as MakeMyTrip depend heavily on hotel bookings as users booking travel tickets also look for some place to stay. Such competitors offer cab services as well thus making their portal a one stop for all travel needs. "OGenie" only offers flight tickets to its customers since its establishment and it needs to look into other services as well.

- **Need of additional workforce: -** One thing that I noticed during my internship is the lack of appropriate number of employees in a particular department. The graphic and design department, sales department, website creation department all lacked the basic number of employees needed for implementation of their tasks.

Part C

3. Conclusion and Learnings from the Project

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3.1 Conclusion: -

At the end of my summer internship, the contribution on my projects garnered the following results: -

- I was able to prepare the content and visualization for 60 new video scripts to be uploaded on Instagram and YouTube in the coming future.

- The new company's YouTube channel has now around 20 uploaded videos and around 1000 fresh views.

- I was able to collect and maintain a database of around 600 accurate high-level contacts for our "Corporate Travel Desk".

- My research on "Touchless Economy" provided the company with wide range of options to use their AI technology for.

3.2 Learnings: -

Augmentation of Soft Skills during my tenure: -

Building up of strong interpersonal skills is extremely necessary to work efficiently in any company. The way you behave with your fellow teammates and the way you follow your superior's orders, is highly reflected on your work ethic. There is always a certain way to behave and interact with your clients and prospective leads, and I believe it is the most important characteristic of a marketeer.

Few of the skills that I learned and brushed up during the course of internship are: -

- Adaptability to all kinds of situations.

- Ability to multitask

- Empathy

- Curiosity

Managerial Insights and directions for future learning: -

Being an owner of something or being responsible for all your sub ordinates is a very hard job. The Covid 19 situation pushed almost each and every one to their backfoot and forced them to change the way we operate things.

I learned that at these difficult times, the way you manage your team is of utmost importance. While working at home, it is even more difficult to keep track of all the work you need to do yourself and the work you are expecting of others.

Our co-founders and our Marketing head decision to add other verticals to the company's operations due to the disruption in the travel industry, was very crucial and imminent to the company's well-being. They motivated their employees and provided them with a detailed path to follow. Regular scrums and meetings were held to check the progress of the work from all the departments.

As an intern, though I was disappointed at first to work from home but I learned a great deal on how to manage your company or your department at the time of crisis. Following are some of the learnings from my tasks performed during my internship: -

- Understanding Customer's Preferences and behavior by gathering all the available data on our user base.

- Our marketing campaigns should be directed towards the right audience for us to get any meaningful results.

- The importance of promotional ads on social media and use of google analytics to collect data from your website.

- The correct strategy for content creation is that it should be easy to understand and educate our target customer base with the message we are trying to convey.

- Always choose quality over quantity. Few accurate and precise leads are better than large number of irrelevant leads.

- Change your branding and marketing communications if you feel that you need to connect to different target audience.

4. Internship Certificate

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Palash Gopalani** has worked as **Digital 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. Palash Gopalani** 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. Palash Gopalani** 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

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