



NIRMA
UNIVERSITY

INSTITUTE OF MANAGEMENT

NAAC ACCREDITED 'A' GRADE

SUMMER INTERNSHIP

Final Internship Report

'GenieTalk Private Limited'

Submitted on: 5th June 2020

Submitted to: Prof. Harismita Trivedi

PURU SHARMA

191439

Overview Details:



Name:	Puru Sharma (191439)
Company Name:	GenieTalk Pvt. Ltd.
Company Address:	BCC House, 8/5/5 Manormaganj, Indore, MP, 452001
Duration of Internship	6 th April, 2020- 4 th June, 2020 (8 weeks)
Date of Report:	5 th July, 2020
Purpose of Report:	Consolidated learnings of the summer internship required for completion
Prepared For:	Institute of Management, Nirma University
Submitted To:	Prof Harismita Trivedi

Undertaking

I, Puru Sharma, 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. Harismita Trivedi 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.

Puru Sharma

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MBA FT (2019-21)

Institute of Management, Nirma University

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1. Acknowledgement:

This internship opportunity I had with OGenie (GenieTalk Pvt Ltd.) was a pedestal for great opportunities and a chance to sharpen and have a value addition to my skill set along with professional development.

It is my radiant sentiment to place on record my best regards and deep gratitude for Mrs. Ruchika Drabla Ma'am, my internship mentor who created a very nurturing and guided environment for learning and always encouraged us to think better and achieve higher goals.

I would like to acknowledge the efforts of my Faculty guide, Mrs. Harismita Trivedi ma'am, who was extremely helpful and understanding regarding the tasks and methodology to be followed considering the current pandemic crisis situation. She provided insights and seamless communication for any and all queries.

I would also like to bear in mind the efforts of my immediate mentor and team leader, Ms. Dhara Sharma, who not only pushed us to do better at every turn, but also treated us with utmost respect and credibility. She acknowledged our efforts and upon mistakes taught us how to rectify them. She was extremely professional in what was a very casual work place environment. She suggested and communicated with us things apart from the internship like book reading, intellectual discussions etc. I perceive this opportunity as a big milestone in my career development journey. I will strive to use the gained skills and knowledge in best way possible and will work on continuous improvement in order to set and achieve in higher career goals.

2. Executive Summary:

My Internship project was in an AI- based conversational chatbot company providing seamless user experience in the field of travel. The Internship was not a normal one due to the pandemic crisis and sudden shift to WFH internship. My work was working in a variety of fields like SMM, content writing, Affiliate marketing, etc.(Detailed tasks below). The Project was an experiential learning project although it had parts of research and problem solving as well.

A variety of tasks were presented to us under different teams to provide a holistic learning for the first few weeks. Everyone was involved in all kinds of tasks and due to the company's hierarchy-less structure, all employees would have equal opportunities to speak and present any ideas they find useful. Furthermore, we were always encouraged to involve in any field of learning and the growth was well guided and self-driven.

For more focused tasks, I had chosen to dedicate a majority of my time to social media , including but not limited to its campaign designs, brand voice, content creation(visual and textual and of all forms). In the later days we were given to explore other fields of long content and blog writing to break the monotony of the work.

The main problem faced by the company was the stagnation of economy, especially travel due to the COVID-19 pandemic, but it was immediately able to create contingency plans as we worked on pitch PPT's for other sectors where the technology could be applied and developed use cases for the same.

We were able to achieve all the KPI's set by the mentors and have a further impact on the workings of the company, the date of submission for this Interim report coincides with the end of our internship as well, and thus I can say with utmost assurance that our progress was substantial in nature.

Part A

1. Company Details

The company was the same for the duration of 2 months, but there was a rebranding of the company from OGenie to GenieTalk AI to keep in tune with the dynamic nature of the market due to the pandemic, and thus the details are included below again.

FROM



TO



Company Name: GenieTalk Pvt. Ltd

Product Name: OGenie

Age: 4 years (established on July 27, 2016)

Vision: Effortless future


Mission statement:

We are committed to giving people a completely effortless way of doing things, be it travelling, getting information or making transactions.

Company Description:


The company believe in creating an effortless and seamless futuristic experience for all. Considering Artificial intelligence is the innovative technology that will eventually transform all businesses and tasks, the company works on developing a smart voice conversational app. Currently OGenie had been working on and providing a travel assistant app capable of continuous conversation and perform tasks like booking tickets, web check in, cancel/reschedule etc. The company was in fact able to secure one of the top positions in first successful transaction obtained an AI based tech in the world.


Founders' Profile



ANKIT KIMTEE
CO-FOUNDER
Leads partnerships & investor relations


Ankit envisioned me in 2016, and since then, has been working towards bringing me to life. He manages all day-to-day operations and has become a kind of expert at human resource management, along with investor relations. He's also involved in developing marketing plans to promote and drive engagement. Basically, he's involved in it all to keep me and my Genieuses functioning well.






SANTOSH KATARIA
CO-FOUNDER
Leads Finance


Santosh is a knowledgeable businessman with extensive experience in finance and management. After working in diverse industries for 15+ years, Santosh made the switch to the IT world to get me up and running. He is actively involved in all strategic and policy-making decisions leading to the progress and continued success of the company.






VIVEK JAIN
CO-FOUNDER
Leads Product & Marketing


Vivek's strong technological background coupled with his savvy business insights allows him to overcome the challenges and champion flawless execution despite complexities. Although he is somewhat soft-spoken, he is a true leader who knows how to motivate my Genieuses and get the job done.




Advisor & Mentors



Jai Singh Jain
Angel Investor
Director,
Shankeshwar Group of Companies



Umasankar Nistala
MD & CEO,
BNP Paribas
India Solutions

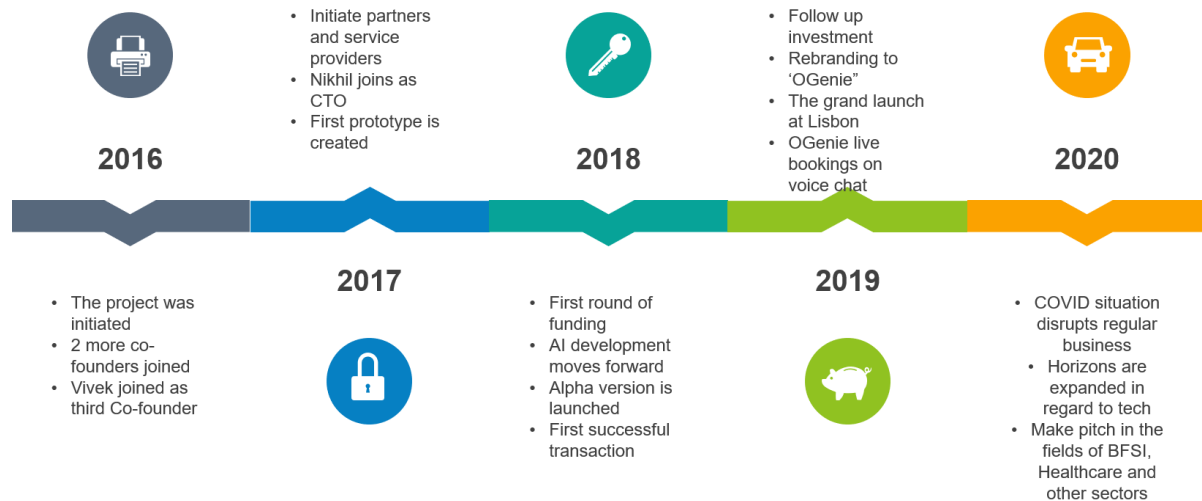


Devesh Chawla
CEO & Founder,
Chatur Ideas

Business Organization:

As per 18th May 2020, the company had 53 employees listed on the LinkedIn page including several interns as well. The hierarchy chart below shows a description of a basic layout of the company organizational format in regard to our communication with different employees.

Historical landmarks:



Business Model:

- Partnership over different channels and PAAS/SAAS
- Commission based on percentage basis for every successful transaction gained from trusted partners
- The service providing App is free, the fee as per the services rendered
- Subscription based model for premium and exclusive services
- Partnerships and alliances are monetized
- Plans to upsell the curated intelligence in the future

Business Organization:

- As per 18th May 2020, the company had 53 employees listed on the LinkedIn page including several interns as well. The hierarchy chart below shows a description of a basic layout of the company organizational format in regard to our communication with different employees.



Business remodeling and rebranding:

The company has undergone 3 levels of modifications, initially the company “Genie Talk Pvt. Limited” operated under the same name to develop its tech and provide a conversational AI app to revolutionize travel bookings. Around the time of my joining the company for my summer internship, the company had went under a rebranding phase, naming its product “OGenie” and continued operations for the same.

Recently, in lieu to the corona virus pandemic and travel industry at a standstill, the company has created another branch with the brand name “GeniTalk.AI” under the same umbrella parent company.

The main offering that this branch provides is SAAS and customized chatbot/solutions for different companies and sectors based on their requirement. The pandemic has left most businesses crippled and are taking support of innovative technologies, thus it an opportunity the company is trying to take hold of.

Market Segmentation:

The segmentations for the product are made on basis of industries and sector. Further segmentation is based upon the functional requirement of the client. Some companies require an end-to-end solution while others need an integration n into their existing platforms. Tailor made solutions are being prepared for different companies.

Positioning:

The point of differentiation that they have from their competitors is that their tech is superior and AI based. Also it is capable of continuous conversation where as most other chatbots are rule based. It has additional capabilities like transactional agnostic, device and platform agnostic etc.

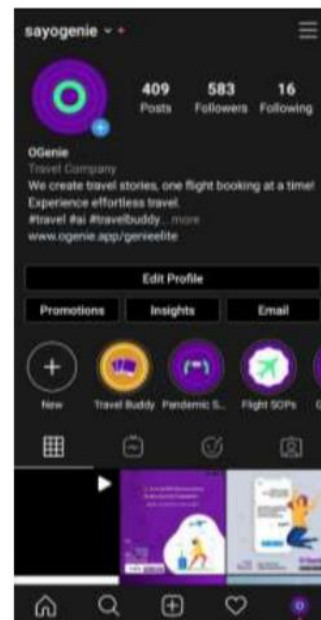
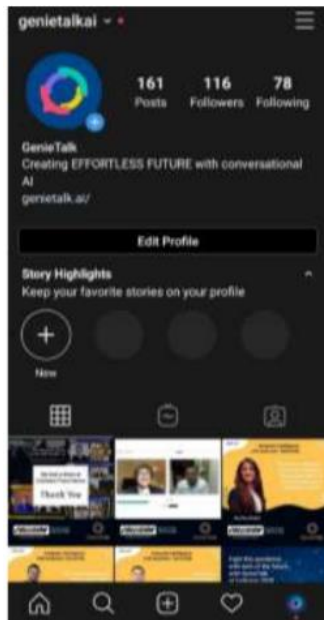
The company offers a customized service for its users so that they can apply the solutions to their business as it is.

2. Rebranding on Digital platforms:

1. **Website:** The OGenie website was focused with selling the tech in its travel related capacity, whereas after rebranding, the tech was marketed as “creating the technology of the future” the interface, color scheme and complete brand bible was recreated to match the brand voice.

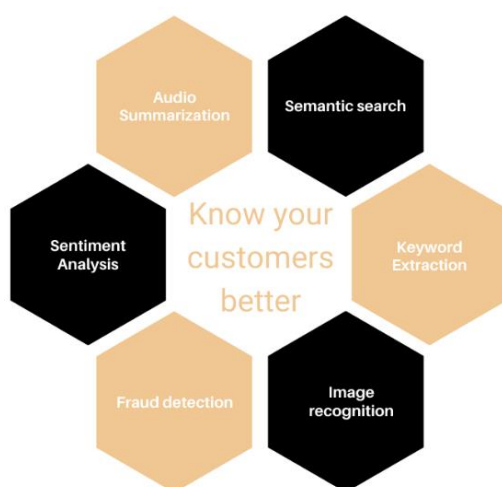


2. **Social media:** Previously I handled the OGenie social media platforms, but after the creation and rebranding of Genie Talk to GenieTalk.ai, new pages were created for the same.



3. Product details:

Services:



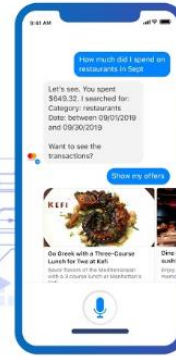
OGenie App available on Google Playstore
 Conversational AI as a SAAS
 Curated intelligence (NLP/NER as SAAS)

Who are we?

We create EFFORTLESS FUTURE, by making the world's top technologies accessible across industries, to simplify everyday tasks with advanced, receptive, and evolving artificial intelligence.

Our Services

- Conversational Platform
- Natural Language -Understanding
- SaaS & PaaS



Conversational AI

- Voice Technology
- Multi-turn conversation
- First contact resolution
- Multilingual conversation
- Context healing
- Contextual orchestration

Tech Highlights

- Knowledge-based question answering
- Dialogue policy management based on Hybrid Code Network (HCN)
- State of the art performance metrics
- Transformers based NLP engines
- Paraphrase identification with semantic similarity

Adaptable & Dynamic

- Platform Agnostic
- Interface Agnostic
- Design Agnostic
- Supports Whatsapp, Messenger & more

4. Customer Problem Statement

For a long time now, humans have adapted and learnt the functionalities of the technology. The company believes that every grain and building block of technology should be inherent to the way humans function, be it mere tasks like typing, listening, searching etc. which essentially feels like adding up to the digital exhaustion.

CUSTOMERS:

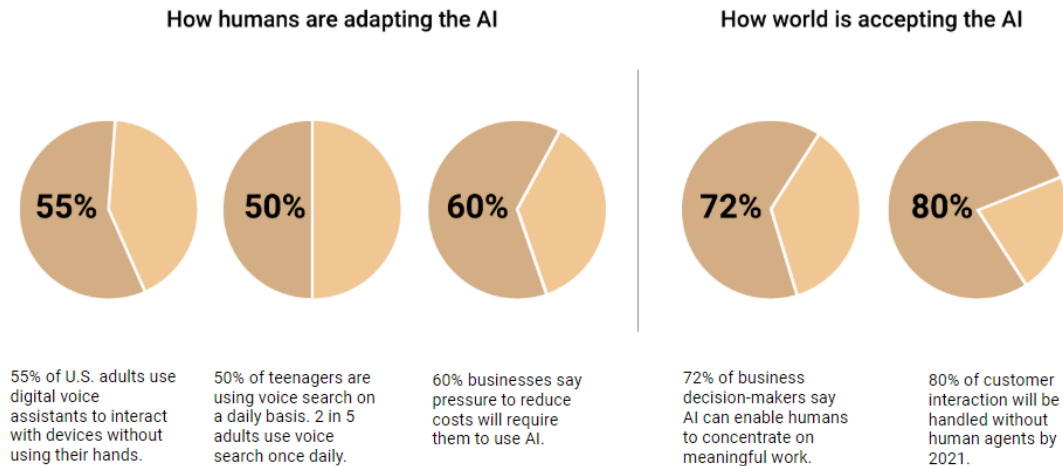
B2C: The straightforward customer group/Target audience are the frequent fliers as the tech majorly excels in travel assistant conversational AI. Secondary customer base in B2C are the tech enthusiasts, millennials and the Gen Z who are eager to try out new and futuristic technology to make their lives easier. For commission based product, the company earns a share of the sale made by the bookings completed via trusted channel partners.

B2B: Using the intuitive tech developed as a product/service, several different sectors are targeted to provide them with customized API's or software to provide support for

their customer relations or/and automation of different process to meet the requirements of the current low-touch economy post COVID crisis.

5. Market and Competitors:

“Google is predicting that world will be AI driven!”



MARKET:

Travel market: The company deals in the travel market as a service provider and presenting with a technology that presents a seamless and effortless methodology for executing various travel related tasks, like booking flight tickets, check in, reschedules etc. Due to the current COVID pandemic crisis, the tourism industry has come to a standstill, and no true date as to when the industry would resume function completely we still know that whenever it is, there would a substantial change the functionality of the sector. Observing social distancing and limited urge to travel unless highly crucial would be considered the ‘new normal’ behavior of travelers.

Attractive Opportunities in the Conversational AI Market

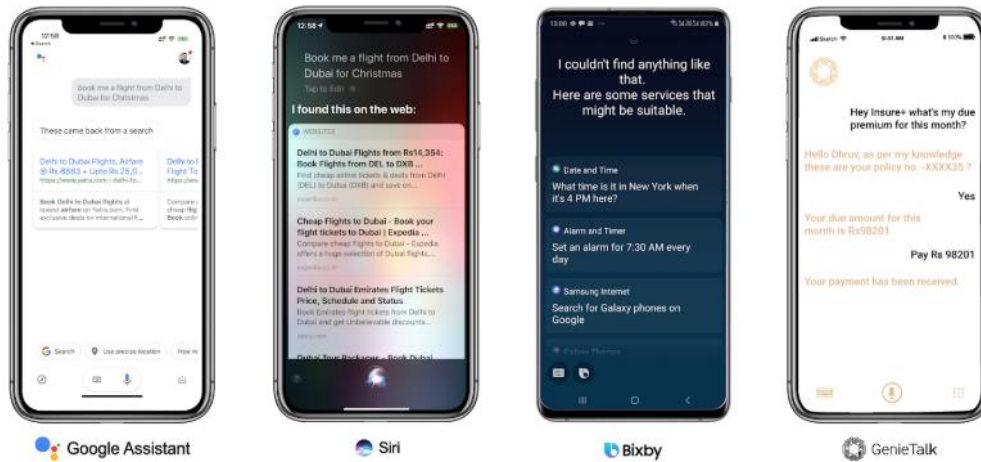


Other Market under Genitalk.ai: The company already had preliminary plans drawn out and first contact made with companies like ICICI and Paytm to broaden its horizons and stretch its corporate feet into other sectors like banking and finance, Healthcare, Insurance, etc. The company aims to Playstore the conversational AI to cater different industries and provide customer tech support and other automation requirements.



Some examples of companies currently in communication with.

Competitors:



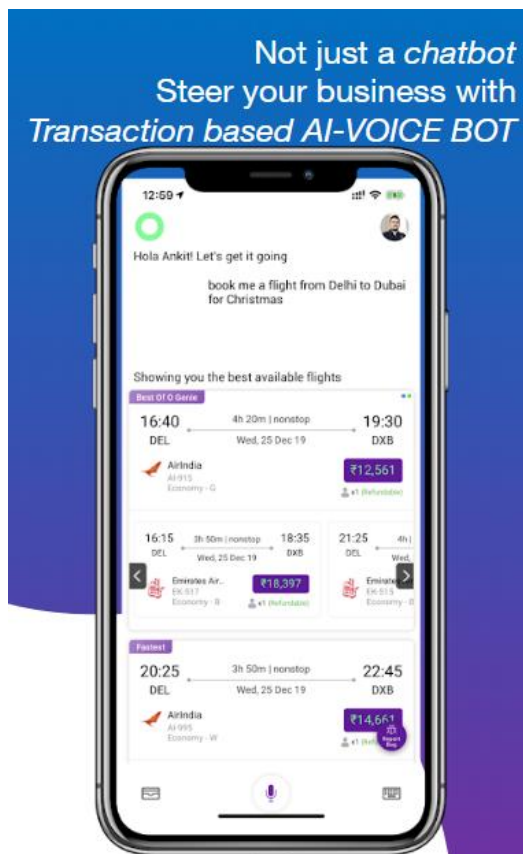
Voice Assistants Vs GenieTalk

Individual travel customer: For the service provided to individual customer through the free App available on Paystore, the company has a few competitors in the Indian market with similar facilities, if not through the same method. MakeMyTrip, ClearTrip, GoIbibo all present to be competitors in a way as they provide similar facilities but still do not provide a complete substitute so technically the company hold first mover advantage of sorts.

Technology Bundles: The company aims to provide its Artificial intelligence tech to different companies to provide their customers a seamless experience tailored to the specifications of the industry targeted. There are a few companies providing similar technology like Quytch, Clinc, ThirdEye Data etc. The competitive advantage in this particular field is deeply related to the investment of time, money and data put in as the more resources eventually help develop a better and more intuitive algorithm, thus the companies in the field for a longer period of time have an advantage. The competitors are already providing the tech to many other sectors as compared to the current limitation of only travel industry by OGenie.

Competitive advantage for GenieTalk.AI:

- The domain of voice technology is still unexplored in Indian subcontinent.
- Our unique proposition of Voice technology, Transaction enabling AI assistants differentiates us even in the international market. While current widely known assistant like siri, google assistant etc. are discovery based platforms, our own product is transaction based.
- Interface-Platform-Device agnostic technology.
- Unlike our competitors, our tech allows transactions and is capable of building custom platforms to have their own AI-powered virtual assistant with supervised learning to evolve with every transaction.
- This kind of service is still rare even in the international market.



kore.ai

Vernacular.ai

clinc

haptik

RASA

Industry Classification:

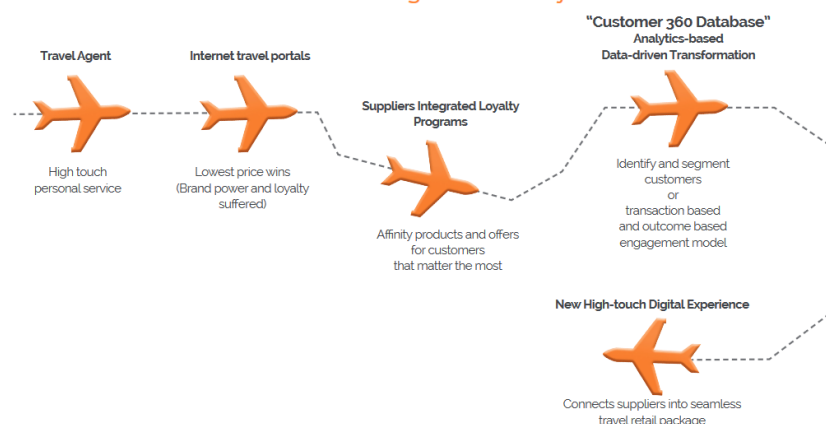
The company is basically an IT industry company at its core providing AI based conversational chatbots, but upon closer observation we could classify it as an advance tech solution based company specializing in travel tech in the present times.

Currently the app provides a service to its customers to book flight tickets by just a mere voice command and continuous conversation and not rule based chatbots making it differentiated than other chatbots and has the ability to predict user preferences and intuitive behaviour.

Industry Structure:

- **Online travel agency:** The company under classification as an online travel agency works as an arbitrator between the customer and the service providers, i.e. airline companies. The mediator provides an option of accelerated reach for the service providers and additional benefits to the customers.

Travel and Leisure Customer Digital Journey



Financial performance:

The company, still being in its infancy stage has critical financial status and thus the owners had refused to share any form of financial details considering it is confidential. We are aware that there had been two stages of investments and the company is not listed thus the number of shareholders are severely limited.

External Environment

Artificial Intelligence is considered one of the most important inventions in the field of technology since the invention of the internet. The technology holds gigantic possibilities and capacity to bring about a disruptive paradigm shift in the functionality of the world. The technology is not limited to any one sector or one process but can innovate by collaborating with a series of other top tech like Bigdata, IoT, Robotics etc creating working applications in the field of education, finance, healthcare and so on. For further examination a brief PESTEL analysis can be conducted to understand the external environment better-



7S Framework:



- **Strategy:** The company's mission and vision statement clearly states that they intend to develop a seamless future technology that helps the customers to experience an effortless way of doing tasks. The AI tech developed is far more advanced than a regular rule based chatbot system and holds multiple possibilities of application. The key factor is to do things in the easiest way possible, which is by talking, thus providing multiple functionality at a single voice command.
- **Systems:** Being a Tech based player, the company needs pretty good infrastructure of systems to support the development, training and modifications of the AI bot. The company uses a variety of platforms to develop its tech for different sectors and provide functionality over a variety of platforms.
- **Structure:** The structure of the company, as discussed in the previous task, is very basic due to its start-up nature. The key departments are marketing, tech, finance, HR and customer relations. The entire hierarchy although is very generalised as everyone oversees the work of each other and provide useful insights. There is a daily scrum which helps all employees from different departments stay in tune to the current happenings of the company.
- **Shared Values:** The values of the company are very appreciable and commendable. All employees from the founders to the interns are given equal status when it comes to ideas and opinions. There is a very transparent open

door sort of policy at OGenie and every employee is extremely helpful and nurturing. Even though the internship turned into a work from home ordeal, the culture could be sensed through just mere online communication and was highly appreciated. Another value I observed was the Never say Never attitude in the staff where they never back down from a challenge and believe no idea is ever bad or stupid.

- **Style:** The style in which the company functions is that of a visionary. There is a sense of innovative leadership in the direction of growth seen in the company and most often or not the style is coherent to its target audience and provides with the image appealing to the young generation of free thinkers and the ones who change the world, because they believe that they can.
- **Skills:** The company holds skills from all domains, majorly in the IT and software department and thus were able to create an amazing, leading tech capable of intuitive and cognitive functionality. Change is not often appreciated and widely accepted and no matter how good of a product is created, there is a need for marketers capable of creating an appealing image of the brand. A plethora of skills like designing, content writing, social media marketing, communications, PR and media relations etc. are required to function well.
- **Staff:** The company houses a staff of over 80 people over the various departments discussed earlier mostly aged between 25-35 years of age to better understand the target audience and keep the spirit of youthfulness alive in the company. The founders and other older members of the company are also very young at heart and progressive in terms of their thinking and ideas and thus bring in the thought process of a young mind and the guidance of a mature experienced leader.

Porters Framework:



- **Internal Rivalry:**

When considering the internal rivalry on the basis of travel industry, the competitors are many and in the market for far long like MakeMyTrip, GoIbibo etc. these companies use a basic ecommerce platform to provide the same service that GenieTalk provides via a high tech AI conversational chatbot. The same comparison when done in the IT software sector, the competitors are much larger and in the market for a very long time like Google, IBM etc. These competitors with their massive funding and resources are capable of developing a far better tech at far less cost than a start-up.

The intensity of the competition is extremely high in the market as the companies need to come up with unique and innovative solutions the audience gets more advanced in the age of digitization.

- **Supplier Power:**

For the current service the company provides, i.e. travel related services, the service supplier is the aviation industry and different airlines. The different economic policies and airline pricing affects the company transactions as well. There are other supplies required as well to develop an AI bot, which is the large sums of data sets required to train. The company relies on third-party providers for this data.

As the company runs on constant innovation and tech development, the dependency on other companies from various sector also rises, especially collaboration with entertainment and media industry for marketing purposes.

- **Buyer's Power:**

The various characteristics of the travel tech industry makes its possible for the targeted customers to have higher levels of bargaining power. A lower cost of changing enables the customers to look for alternate service providers thus increasing the challenges and essential threats faced by the organization. The base product 'OGenie' App provides a service which is easily provided by other ecommerce platforms without using a AI conversational bot and thus cost is lower but experience provided is better with this company.

- **Threat of new entrants:**

We are living in the age of constant innovation and continuous digitization of technology around us. It is inevitable that various organization to provide better and cheaper technology as compared to our product. One of the major hurdles in the in the field of AI tech is that there are already existing tech giants invested in the field for a much longer periods of time, even the tech companies not involved in the field but with high levels of resources in terms of investing and data sets or the capability to partner up or through merger and acquisitions present huge competition. In India, GenieTalk has the first mover advantage but there is still a threat of tech giants coming in with new and better tech. It is also difficult for any small start-up to present a challenge as the cost of developing such a tech is high and thus entry cost limits the number of competitors to enter the market.

- **Threat of substitutes**

The company faces high threats of substitutes as the core sector of the company is tech based and we are in the digitization era where we are experiencing an exponential growth in technology and where online E-commerce platforms for the services like booking flight tickets etc were considered advanced are now been taken over by AI conversational bots. Further development in other innovative tech trends could again bring about a paradigm shift in the functionality of processes of different other tasks currently achieved by Genie's technology.

Part B

Project type: Experiential learning project



Activities and deliverables:

Step 1:

We were given an overview of all the functions of the company and conducted generalized tasks like market research for various purposes. Creating a database for potential leads and influencers on LinkedIn, Twitter, Instagram and Other channels to create an omnichannel promotional link.

Further, we were segregated into groups for specialized tasks, although holistic tasks remained the same. The tasks included:

- Creating social media strategies and campaigns, all the way from brainstorming to its execution details.
- Content writing for different social media platforms.
- Copywriting and post design.

Step 2:

The tasks were divided into two parts, primary tasks which were specific to individuals and secondary, which were holistic and included topics covered by any or all interns.

Primary tasks:

- Was given complete access to twitter handle with set KPI's of 100 followers and 10,000 impressions. Responsible for daily tweets and any and all strategies applied.
- Study and application of analytics and insights to gain a better reach.

- Creation of assets and content for pitch presentations, after research of competitors and designing use cases.
- Creating content for blogs and articles for the website.
- Website design and infographics.

Secondary Tasks:

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

Phase 3:

This had just started but included research, content creation, lead generation etc. for the new verticals of the company to cope with the hit on the travel sector and pitch its AI based solutions to other sectors.

Preliminary Action Plan:

Target audience:

Start-ups with a weak social media presence

With presence on only selective platforms

500-1k followers on Instagram- content relating to organic growth

3k-5k- content/tips for paid promotions

1. New pages of Insta/ Facebook/twitter/ LinkedIn
Separate strategies for different platforms for initial follower base increase
2. Gain an initial follower base with basic posts

Basic post

- Time period: 1 week
- Basic posts about topics to be covered (why is digital presence important for your brand?, how to use online tools?)
- Personal contacts: use personal contacts to inertia to the follower response
- Introductory posts: introduce mentors or influencers once a week and their core competencies , also ask them to share the post on their account for more exposure.

- Hashtag strategy: make a list of all related popular hashtags and also create your own new hashtag and promote it to influencers/mentors etc whenever talking about your page.

2nd week onwards

Instagram

Posts need to be attractive and well designed

Use of illustrations

YouTube link in bio

Voice: Semi-formal, approachable and creative

Frequency of post: minimum 1 daily and at least 5 stories spread out through the day.

- Constant activity: share relevant posts from other established accounts in your story.
- Infographics:

social media data, digital presence

What percent of marketers are online?

The distribution of all shoppers across different modes?

Timeline of a successful marketing strategy on social media

How SMM helps your business?

Cross platform activities:

Share tweets from top marketers and provide link for the articles shared in captions

Share best of our tweets on Instagram

Share articles written by influencers on insta

Carousel post series:

How to design your first logo?

Which social media platform should you target?

Where are your customers hiding?

Best time to post on social media?

How to study and use insights?

How to define your brand voice?

How to create your brand image

Tip of the day post

Make small suggestion content, originally posted on twitter by the influencers/mentors and then shared on Insta

“Quora is good platform to learn feedback about your product”

Videos:

Mini lectures: 3-5 mins (A more elaborate video content can be shared on YouTube)

how to define your brand?

Identifying your target audience?

Discussion videos between a panel of influencers

Is print media dying?

COVID 19 impact on marketing environment

Industry experts vs professors (expectations vs reality)

Myths about the industry?

Initial struggles in marketing

What has changed and what is the same?

Mini caselet/situation based posts

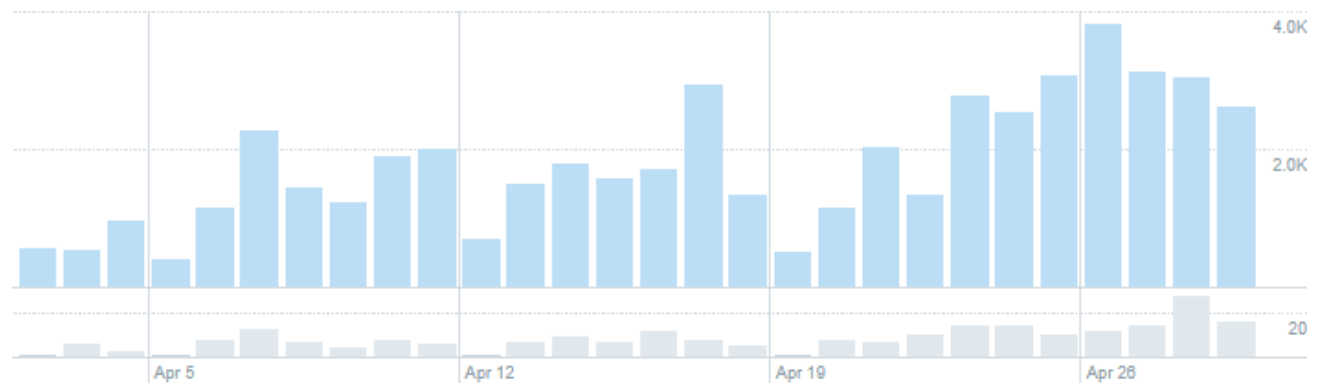
Present a marketing dilemma and have experts comment creative solutions in comments and promote their followers to participate

Storyboards and drafts to show how to reach an idea

Twitter analysis

1. Post regularly

Aim: To get more followers





Data and Insights:

- There have been zero posts on every Sunday for a lot of previous weeks, breaking the continuity. Tweet everyday
- We experienced highest impressions on Sunday this week with almost 4k impressions, so Sundays are important.
- Mondays are slowest, and that can be dealt with by posting more posts on Mondays.
- Previous to 23rd, average daily tweets were 5-6, we can keep this to be around 15-20 tweets a day at least initially. Ideally, this number should be much higher.
- Timing plays a very important role in posting the tweet, each tweet should have at least 40 mins of gap between them to avoid resembling spamming.
- Posting from 6 am – 8 am and then 6pm – 9 pm works best, but late night posts also bring results in the next few hours.
- Do no post in bursts which could be perceived as spamming.



The rate of followers have increased, apart from the followers unfollowing us, we gained 20 new followers this week.

Keep a constant engagement rate, also it should be above average and linearly rising.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 OGenie @SayOGenie · Apr 17 Scientists are able to go where they haven't before and understanding what they couldn't. It is truly exciting to unravel the mysteries of the deep sea with the help of #DeepLearning . #MachineLearning #AI View Tweet activity				1,875	8	0.4%
				Promote		
 OGenie @SayOGenie · Apr 24 #ArtificialIntelligence , #DeepLearning , and #MachineLearning are often used in a similar context, but with the exponential growth in the #tech , we should look into how they differ from each other. #ML #AI #DL #futureofwork #BigData #Industry40 medium.com/@anjali.kadiya... View Tweet activity				1,417	49	3.5%
				Promote		

- The top posts in the recent days I realised either the content should be highly engaging or the nature should be a wide topic, topics about very specific details or tech were shared and approached by less.
- Try to use [#Hashtags](#) in content of the tweet itself, thus saving characters and highlighting a few words that could catch a reader's eye.
- While retweeting, a lot of times only text is showed instead of the entire tweet. Try to always include a visual in you tweet or retweet.

Additional Tips:

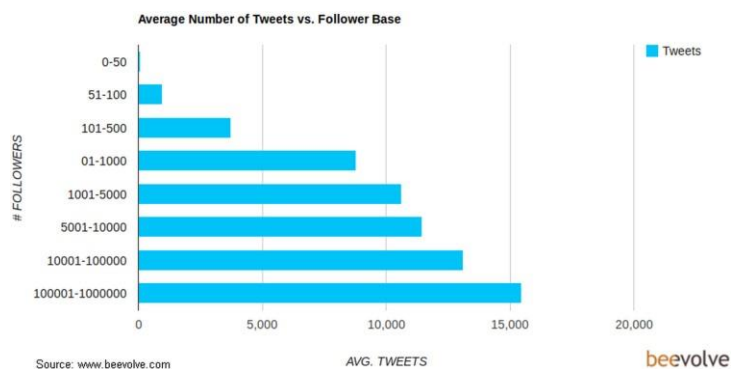
- Comment and like content of pages you want to follow you.
- Engage by replying to open ended questions or opinionated tweets by industry leader/influencers.
- Use free software to schedule 60% of posts and retweet in real time the rest. Scheduling your social media posts not only saves you time but also leads to more followers and also helps in increasing the number of tweets posted.
- Unfollow inactive or irrelevant profiles
- Pin a better post for your bio.
- Use your connections, the influencers/mentors or personal contacts with their twitter page can be asked to share and give a boom to the growth of our page.
- Get involved in twitter chats, inform in advance your followers and invite relevant pages join your chat.
- Tweets with links are 86% more likely to be retweeted
- Tweets that include image links or a visual get 2x more engagement.
- We could write short tweets and tag people and increase hashtags for a wider reach.
- More links with videos should be posted as they are much easier to communicate than links to long articles.
- In retweet, the content of original tweets looks different than usual. Make sure the content looks good even in retweet, like the display of image and the message is clear.
- Share your twitter link on other social media platforms, especially LinkedIn where professional crowd can be convinced to look into the tech updates we provide on twitter

Twitter Algorithm:

- Recency: How recently a Tweet was published.
- Engagement: Has to do with how many Retweets, clicks, favourites and impressions a Tweet has received.
- Rich Media: The type of media you include in your Tweet, such as images, videos and GIFs.
- Activity: Refers to how active a user is. For example, how long it's been since the user was last on the site, how many followers they have and how much they use the platform.

Three main sections:

- Tweets ranked by algorithm: tweets are displayed by ranking using high relevance scoring system. Tweets from pages you don't follow but liked or replied by people you follow.
- “In case you missed it” : this was changed from “while you were away”, when you are away for a while, the tweets from pages you follow with high relevance would be displayed to you.
- Reverse-chronological: The last section will display tweets by reverse chronological order so you will see the latest tweets from the people you follow.



Posting more doesn't not guarantee more followers but more posts means more activity and engagement and higher reach and thus increases probability of follower conversions. This also means a lots of experience, making it easier and faster tweeting and knowing what works and what doesn't by trial and error. Quality is important, but quantity is a must

Narrative by OGenie:

Travel isn't just about a journey or a destination, some are about the stories they write in their wake. Puru clutches on to his wife's yellow backpack as we help him travel all over the country, from one village to another, teaching underprivileged kids. Some journeys aren't even about writing a new story, they are about finishing them.

“ everyone can start a story, but we help you finish them” “every story deserves a good ending”



Carousel post strategy:

Genie elite promotions with features

Features of OGenie in comic formats

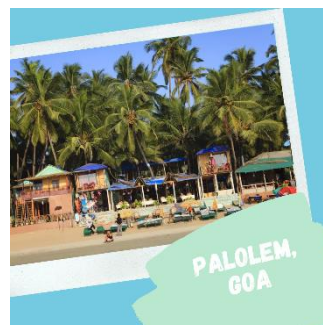
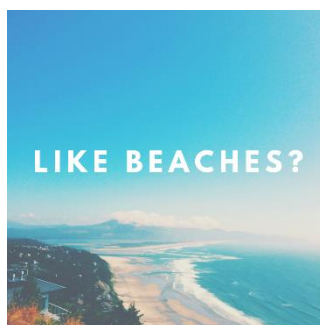
Before and after panels of using OGenie

Travel recommendation series

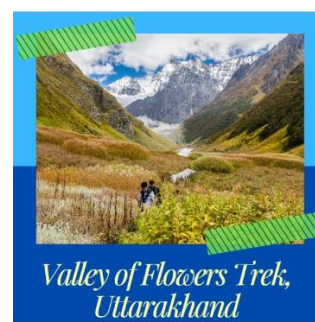
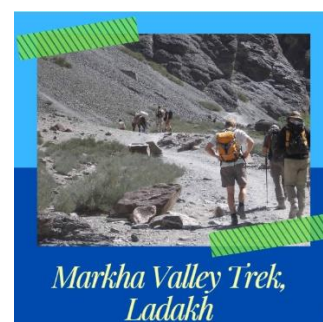
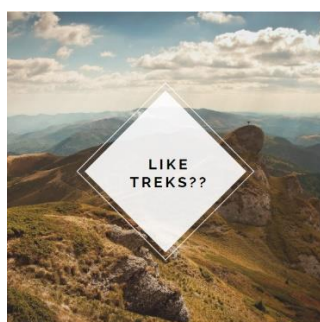
For different types of travelers

Start with open ended panels, like treks? And then have other places to trek

Beach and heritage travelling



Treks and road trip-B



Live ideas

Travel safe tips after the quarantine



Testimonials whenever we can

Mini news updates

Quarantine updates- Canva has also provided with special templates for COVID-19 awareness.

<https://about.canva.com/coronavirus-awareness-collection/>

Travel industry updates-B

Flight facts

Understanding the content difference on different social media platforms:

We live in an era of constant innovation and creativity. Everyday millions of new ideas are generated and thrown around on different platforms for feedback or mere sharing. The world of social media is forever changing, and forever will be. The audience and the user base for each platform is crafted over the time and evolves every minute. Every platform has reached a niche for the type of content presented on it catered to the expectations of its audience. The purpose, tools and methodology of distribution also differs along with the content.

Travel Safe campaign:

It is a new campaign solely designed for carousel posts series.

Providing safety tips for different scenarios relating to travel and current pandemic situations.

Tips for travel scenarios like camping, trekking, hiking, travelling with kids, international travel et al.

The first panel of the carousel will be common for all series in the campaign to maintain consistency.

The title panel will have the heading “Travel Safe” and sub heading relating to whichever topic the panel is about that week.

Two different templates have been included with real content for sample carousel series, furthermore 3 other sub headings with their individual panel content has been included for designing.

Beach tips:

Hydrate and fuel up

Carry antihistamines for bites and stings

Beware of riptides

Stay as sober as possible

Avoid excessive sun exposure

Traveling with kids:

Consult your doctor before traveling

Include frequent rest times

If possible carry your own snacks

Pop Ears with Gum or Bottles


International travel:

Always wear a mask and gloves during transit

Avoid food not in sealed packaging

Restrain from unnecessary surface contact

Prefer unexplored destinations for your vacation




TRAVEL SAFE

Camping tips

Source: xyz.com

PRACTICE FIRE SAFETY PROTOCOLS



RESEARCH ABOUT THE AREA WILDLIFE





ALWAYS CARRY MOSQUITO AND INSECT REPELLENT





Travel Safe

TREK TIPS



Source: United Nations/World Health Organization

ALWAYS CARRY A FIRST AID KIT



GET A WEATHER FORECAST FOR THE AREA YOU PLAN TO VISIT.



 DON'T EAT ANY WILD FRUITS OR BERRIES ON THE TRAIL



SWOT Analysis:



Roles held through the internship:

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. There 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.

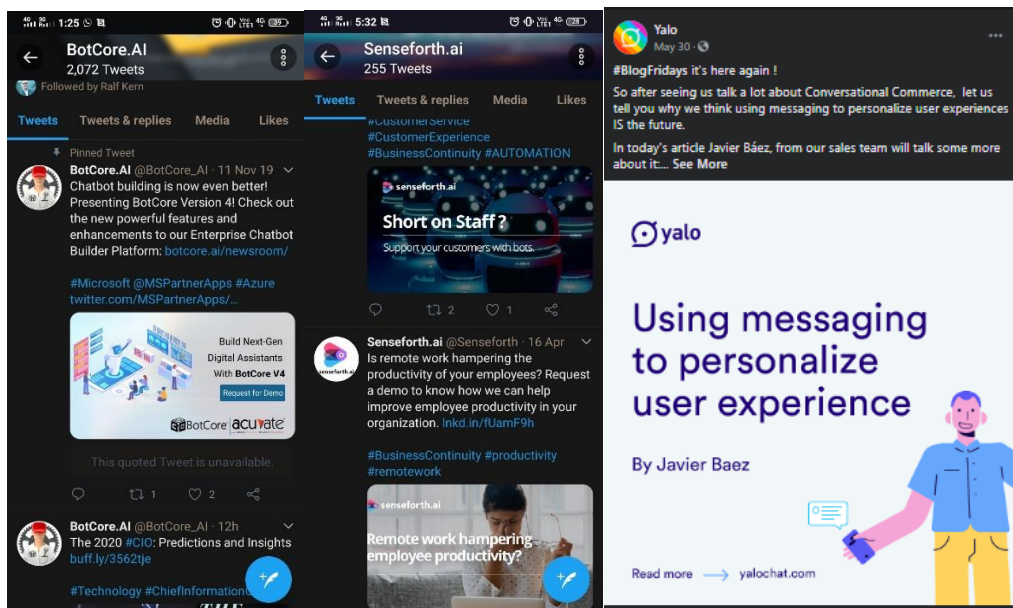
- **Research, lead generation and Sales:** - After the company realized that normal air travel would not be possible for the upcoming future, they started looking for additional revenue streams. My first part of research was based on 'How to use AI to cope up with Covid-19'. The second part of research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

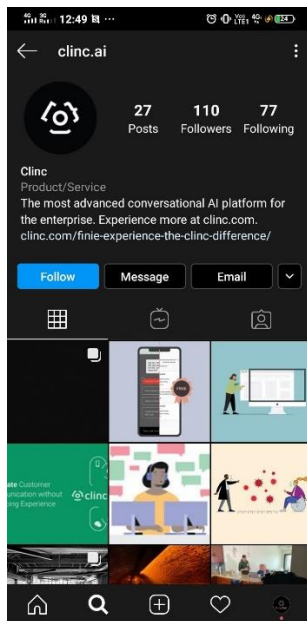
After my initial research, I had to look and contact small time influencers. The idea behind this process was for us to create some word of mouth following at a cheap price. We wanted such influencers to post about our product on their respective social media influencers and educate their followers about 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.

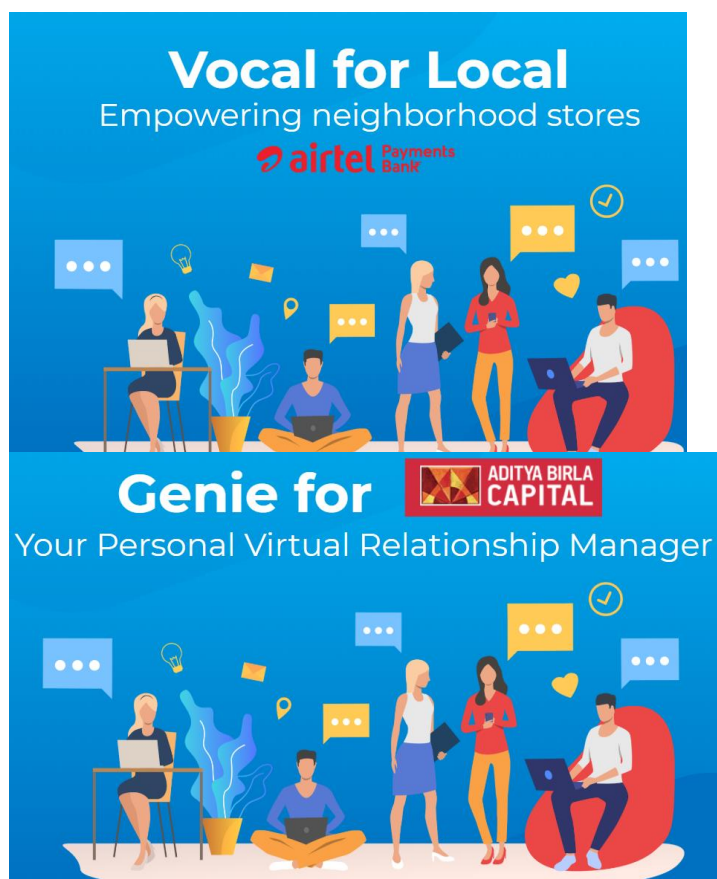
I started looking for companies with 10,000+ employees' strength and created a database of high-level contacts from across all the major industries. The last step for me was try and contact all the contacts on LinkedIn or their website and schedule a meeting with our founders and our marketing head.

Competitive Analysis:





Customized Pitch decks created:



Blog Writing:

Wrote about 5-6 blog topics for publishing on the company website.



Home > Travel

Jun 09, 2020

Air-travel- A ray of hope in the mid-pandemic travel industry

Ever since the ministry of civil aviation of India announced the resumption of domestic flights, there has been a series of lingering inquiries, was it the right call? Was it necessary? Will it make the pandemic situation better or worse? Is it safe to travel on a plane?

Before we could even attempt to answer this question, there are a lot of factors that need to be paid attention to.

Keywords: Air-travel, pandemic, travel industry, flight attendant, safety, India, domestic flights, civil aviation, ministry, inquiries, pandemic situation, safe to travel, factors, attention.

Part C:

Learnings:

- **Adaptation:**

The most important learning I gained from this internship was how to adapt to different environments. A manager must always be prepared for anything and uncertainty and dynamic nature is the only constant. This was well observed due to the lockdown and pandemic crisis. Seeing how quickly the company adapted to an all work-from-home culture using a variety of online tools and continued to have unhindered functionality was impressive and extremely useful.

- **Expansion:**

As the travel industry being the core area of business for this tech company was at standstill, the company did not waste time to start capitalizing on their asset, the AI-model. The research work started into different functionalities and application of it in a variety of industries.

- **SMM:**

After studying a variety of marketing techniques over social media, we were able to understand the difference between the theoretical knowledge and how to use that to guide the experiential insights that we gathered by trying different things. I also gained experience on automation tools like Twinybots and scheduling tools like Hootsuite etc. I was able to gather data from insights and analyze to bring our useful insights and cater my working style accordingly to what works best.

Twitter Growth plan created.

- **Other topics I grew my learnings and had substantial skill development in were:**

Content Optimization

Google Analytics

Influencer Marketing

Website design

Video curation

- **Market Research:**

Fundamental statistical market surveying was there, regardless of it being the secondary task of our Internship. We improved comprehend our crowd and their impression of our item and the brand, research on various verticals where the association can extend, the extent of the innovation of the association, how a

worldwide monetary blow can change the economic situation's. We likewise explored the contenders, their technique, financing models, their client base, and so on to all the more likely comprehend our market. Some examination was likewise placed into recognizing people of enthusiasm for an AI designer, for discovering expected financial specialists in the business and other developing players in the market.

- **Functioning in Dynamic environment:**

At the point when Internship began it had been only a couple of days of the national lockdown for forestalling the spread of Covid-19. Keeping in mind that nobody had foreseen to what extent it will keep going for, one thing was certain that recreation travel would be on delay for a long time to come (for at any rate a year) and when it resumes it will be changed definitely. The association had a go at foreseeing the new patterns that may develop present lockdown and pointed on track their showcasing endeavours there and adapt those viewpoints before contenders eg. Corporate travel work areas, touchless travel, live updates and guide on the Aviation industry. They additionally quickly hoped to grow to different verticals since the association was on endurance mode and figured out how to draw in customers in different divisions, for example, banking and retail. The speedy reaction helped them get by through difficult stretches.

Managerial Insights and directions for future learning: -

Being an owner of something or being responsible for all your subordinates 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.

Companies' work culture:

The work culture I observed albeit the current work from home situation was that of friendly and semi-formal based. The company employees are referred to as Genieuses as a pun relating to its company name Genie. This provides a sense of youthfulness and as the company, apart from its tech department, needs high creativity and innovative problem solving, there are a series of brainstorming sessions between different people.

The general age group of employees(20-35) suggest a free and an extremely healthy work

culture. The millennials prove to be highly interactive and joyful, there are townhall meetings and discussions about general on goings of life, current trends, bonding game sessions on weekends and many more such intricate details that makes the entire environment of OGenie very welcoming and nurturing.

The mentors are deeply committed to help us learn and grow by providing multiple opportunities and guidance and are not limited to or adhered by any particular task only. During the course of this internship I was allowed to venture out different possibilities and encouraged at every step of the way.

The meetings are often attended by the founders of the company as well and there is a sense of general equality as all levels of hierarchy converse with a sense that good ideas can be presented by anyone anytime. As an intern I was always treated as an employee and all opinions were taken with just as much consideration as it would have been for any other employee.



There had been a substantial learning curve for my personal soft skills through the course of this internship.



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Date: 18.06.2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Puru Sharma** has worked as **Content Curator 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. Puru sharma** 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. Puru Sharma** 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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