



Final Internship report
GenieTalk Private Limited



April 2020-May2020

Date of submission: 5th July, 2020

Submitted to: -

Pro. Nirmal Soni

Submitted By: -

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(191450)



About the Report

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Title of the Report : Digital Marketing

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Date : 5th July, 2020

Purpose of Report : To consolidate all the learning during the
Summer Internship period at the company as
Part of Summer Internship report submission.

Prepared for : GenieTalk Pvt. Ltd.

Submitted to : Prof. Nirmal Soni
Institute of Management,
NIRMA University.

Acknowledgment

The summer internship programme aims at providing an opportunity to gain the corporate exposure and fulfills the objective of the overall development of the students. Through this report, I would like to mention that the internship opportunity I had with GenieTalk Pvt. Ltd. Was a great chance for learning and professional development. In this regards I would like to thank all the people who guided and supported me and were really instrumental in accomplishing this internship successfully.

To begin with, I would thank my institute for giving this opportunity to take this summer internship in GenieTalk Pvt. Ltd. I would like to express my sincere gratitude to Mr. Vivek Jain, Mr. Ankit Kimtee and Mr. Santosh Kataria, the Co-founders who were always there for support and guidance since the beginning. Further I would like to thank Miss Ruchika Drabla, Growth and marketing head who made me very enthusiastic to learn more and modify my approach towards things. I would like to thank my mentor Pallavi ma'am who is the content creator in the company who helped me in to understand the process to think beyond the box and create unique ideas for all the platforms. She has motivated and encouraged me right from the day of induction. Further I would like to acknowledge all the senior employees and team members who played a key role in the successful completion of my projects.

Last but not the least, I would thank my Institute mentor Mr. Nirmal Soni, for all the guidance and support during the training and the completion of this project.



Undertaking

I Shreya Bansal, hereby declares that this project work is my original work and it is not copied from anywhere.

Signature:

Name: Shreya Bansal

Roll no.: 191450

Section: D

Batch: 2019-21

Date: 05/04/2020



Executive Summary/Abstract

I have completed my summer internship from GenieTalk Pvt. Ltd. This is among the best technology driven company in the country. I have been designated here as the digital marketing. The company deals with providing seamless travel experience to the users of their App OGenie. Lately I this continuously changing VUCA world they started leveraging tech solutions and voice-bot to the leading companies in the country to promote the low touch industries and support the advancements when the world is hit hard by this novel CORONA Virus.

The internship tenure was very instrumental in expanding my learning horizon and understanding the marketing strategies prevailing in this area in our nation. I have developed new skills in terms of content creation and digital branding. I tried to make brand associations through different social media handles of the company. “OGenie” is a conversational AI driven app that understands the algorithms and users usage pattern thus becomes an effective bridge the travelers and air travel providing companies.

The company’s work-culture was very flexible and understanding where everyone contributed to the multiple departments and never confines their work in a particular domain. All the employees here are given space and opportunity to bring creative ideas, good ones are implemented and acknowledged.



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PART A: Profile of the organization



About the organization

LEADERS OF OGenie



Mr. Ankit Kimtee

Co - Founder



Mr. Vivek Jain

Co - Founder



Mr. Santosh Kataria

Co - Founder



Mr. Nikhil Pande

CTO



Mrs. Ruchika Drabla

Growth & Marketing Head



Mr. Swapnil Pote

Principal Data Scientist



Ms. Arpita Mishra

Human Resource Manager

ADVISORS AND MENTORS



Jai Singh Jain
Angel Investor
Director,
Shankeshwer Group of
Companies



Umasankar Nistala
MD & CEO,
BNP Paribas
India Solutions



Devesh Chawla
CEO & Founder,
Chatur Ideas



Vinay Kalantri
Founder & MD,
tmwfintech Ltd.



Miten Mehta
Co-Founder, Spinta
Accelerator
Consultant, Google



Name of the organization	GenieTalk Pvt. Ltd
Name of the Product	OGenie
Company's tag line	Your virtual travel buddy
Moto	Effortless future
Age of the company	4 years established On 27 th of July 2016
Number of Employees	40
Industry	Information and technology
Sector	Travel

Vision statement – Technology should learn the human way of doing things, not the other way round.

Mission Statement -



- Provide an effortless way of doing things be it travelling, getting information or making transactions.
- To iron out all the unnecessary steps in the travel journey so that you can focus on what really matters.

The canvas of the company – The curators of the company OGenie are Mr. Santosh and Mr. Ankit kimtee, they came up with this idea to revolutionize the travel booking industry. They had that vision of embedding Artificial Intelligence with human intellect and finally with the collaboration of Mr. Vivek Jain. The first prototype was created in 2017 and later in 2018 the alpha version was made open for the market.

Tech Team (The Backbone)

They are responsible for developing the new age technology that can serve the purpose of OGenie and also works on coding manuscripts to make the advanced technological software for B2B buyers through GenieTalk platform.

Sales & BD (The Hands)

They are responsible for any new leads of buyers on the platform. Their role is to motivate the buyers to get on-board the platform and begin using the platform.

Sales & BD (The Hands)

They are responsible for any new leads of buyers on the platform. Their role is to motivate the buyers to get on-board the platform and begin using the platform.

HR (The Heart)

The Human Resources team is responsible for new talent acquisition as well as development & retention of the incumbent workforce.

Finance (The Lungs)



They are the support system of GenieTalk. The Finance team is responsible for auditing the performance records & maintaining the cash flows of the company.

Marketing (The Voice)

They are responsible for dissemination of information about GenieTalk to its various users and beneficiaries. They function through the online and offline mediums for propagating the agenda.

Operations (The Legs)

They are the hustlers in GenieTalk, coordinating with the clients and vendors for the physical pick-up of containers ensuring the timeliness of the pick-up with the sailing dates.

Future Scope

Genie Talk Private limited is aiming to sell its Artificial Intelligence bot as Software as a service (SaaS) in near future. Also, Company is looking forward to operating in verticals other than travel i.e. booking a hotel, booking a cab, ordering food all with the help of Artificial Intelligence. As the world is moving towards a low touch economy, there is a huge scope for Artificial Intelligence to cater chat support services, etc.

The services provided by GenieTalk: -

1. **OGenie as a TRAVEL app** – The app is made free of cost for both android and IOS users. They will have to pay on the basis of the services that they have availed. It can cut many mediatory steps to book flights and can make hassle free reservations. The Genie ELITE membership is sold at Rs. 1999 for 12 months that has its own benefits and features.

Market segmentation – Demographically it is segmented for young travelers between the age group of twenty to mid-thirties, they usually book their flights for business travelers and they all seem to be tech savvy who would like to save their time to make the tickets booking easy. Geographically they are targeting metropolitan cities with mass travelers.



Our lifestyle is mostly dependent on our occupation so the psychographic segmentation is done for professionals holding higher managerial administrative or Intermediate manager positions.

Positioning - Genie has positioned themselves as a minimal effort carrier, as a security cognizant air travel provider and as a company serving customers on the basis of their preferences. They have used various social media promoting to counter a disagreeable client recognition. The method of reasoning behind this spot was to construct a picture in their customers' brains.

2. **Conversational AI** – To completely exploit the technological resources and Geniuses that Genie have, they have created a voice activated travel bot Genie. It plans your complete travel journey and leverages the result according to your preferences by analyzing the data of your usage patterns.

Market Segmentation - They have segmented it on the basis of occupation and industries. GenieTalk is delivering this technology to Many apps and companies who are using digital platforms.

Positioning – They have unique voice bots that can make easy and safe payment transactions, coordinates the innovation to Display Ads over online sites and stages. This, from one perspective, empowers the client to find out about an item or administration without leaving the stage where they as of now are on. Then again, it guarantees that organizations a dominant part of intrigued clients with the correct informing there and afterward. Consequently, introducing a success win circumstance for everybody and at the same time adding to advertise efficiency.

3. **NLP/NER as SAAS** - PaaS is a lot of administrations to construct and oversee present day applications in the advanced time. It conveys the framework and middleware parts to assemble, incorporate, relocate, send, make sure about and deal with versatile



web applications. PaaS aims to concentrate on giving best travel administrations to clients without overseeing, refreshing and keeping up the real stage that has the application including the UI, advancement system, designs libraries, databases and different substances. Stage as-a-Service evacuates that layer of multifaceted nature by giving greater adaptability and soothing the equipment the executive's obligations so they can concentrate on what we specialize in making you travel easily.

Market Segmentation – They are planning to create a niche market for their product for financial institutions and banking sectors where they will inculcate their features of detecting frauds and payment transactions and many more.

Positioning – They have positioned themselves as a secured software provider which is providing advanced tools and the one who maintains security of data and information.

Customers -

B2B – The direct customers of Genie are frequent flyers who take business trips regularly. Millennial and GenZ who are by nature early adopters of the OGenie application. Here they practice a commercial based model where they earn on a percentage basis on every channel.

B2C – They have adopted tech selling models where they customize and provide APIs or software as a service.

They are already in talks with some big giants and in a positive term with the following but the deal is currently on hold because of the pandemic.



#SocialDistancing



The market segments covered by GenieTalk private limited are financial institutions, textile industry, and jewellery firms.

Competitors-

1. **MakeMyTrip-** is an Indian online travel office fused in 2000. It is headquartered in Gurugram. It offers types of assistance like flight tickets, rail tickets, transport tickets, lodging reservations and occasion bundles. They are serving around the world. They have their application which can be downloaded on Windows Phone, iPhone, Android and Blackberry gadgets. They are one of the greatest rivals in the travel part.



MakeMyTrip - has its own enrollment program, MMT double dark. On your initial 5 household flight appointments and initial 5 residential lodging appointments during the enrollment time frame (1 year), you will get full discount just for the Double Black part's ticket/in setting up for MMT wallet upon crossing out and no wiping out punishment will be charged.

2. **EaseMyTrip** - is an Indian online travel organization joined in 2008. It is headquartered in New Delhi. It offers types of assistance like lodging appointments, air tickets, occasion bundles, transport appointments and white – mark administrations. They have their application accessible on Google play store for Android telephone and furthermore on Apple store for iPhone clients. They likewise have alternative of Corporate travel for mass booking. They don't have any unwavering program. They are having a major offer in the travel business.
3. **HappyEasyGo** - India Private Limited is India's driving on the web travel aggregator. It began its tasks in 2017 with flight booking, in this manner foraying into the inn booking business in the last 50% of 2018. Under the initiative of its Founder and CEO, Boris ZHA, HappyEasyGo quickly got one of India's quickest developments on the web travel organization after its commencement. By December 2019, it had effectively constructed a client base of 10 million clients.

Paytm -

Paytm is the leading E-wallet in India. It was incorporated in August 2010. It is headquartered in Noida. It provides different services like payment of different bills, recharges, education fees and some more. It additionally provides travel services like booking flight tickets, train tickets, transport tickets and hotel appointments. Likewise, it has emerged as a payments bank. A large piece of the travel ticket appointments on Paytm is driven through Paytm mobile app. They have chosen Bengaluru as the base of operations for travel business where they have set up a solid team of 300+ members.



In spite of the fact that OGenie is a new player in the travel space, they have a huge benefit of AI based technology and faithfulness programs over other large players. When the travel resumes after this worldwide pandemic, there will be a move towards a low touch economy which will benefit OGenie the most.

Financial Information

Genietalk Private Limited's Annual General Meeting (AGM) was last held on 30 September 2019. Genietalk Private Limited is a Private incorporated on 27 July 2016. It is classified as Non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs.1,50,00,000 and its paid up capital is Rs.1,37,25,920. OGenie Application became functional in January 2020 and since then the revenue through flights has been around Rs.80 lakhs. Other financial information was not disclosed from the company's side.

Social Media identities

Facebook- <https://www.facebook.com/sayogenie>

Twitter- <https://twitter.com/sayogenie>

Instagram- <https://www.instagram.com/sayogenie/>

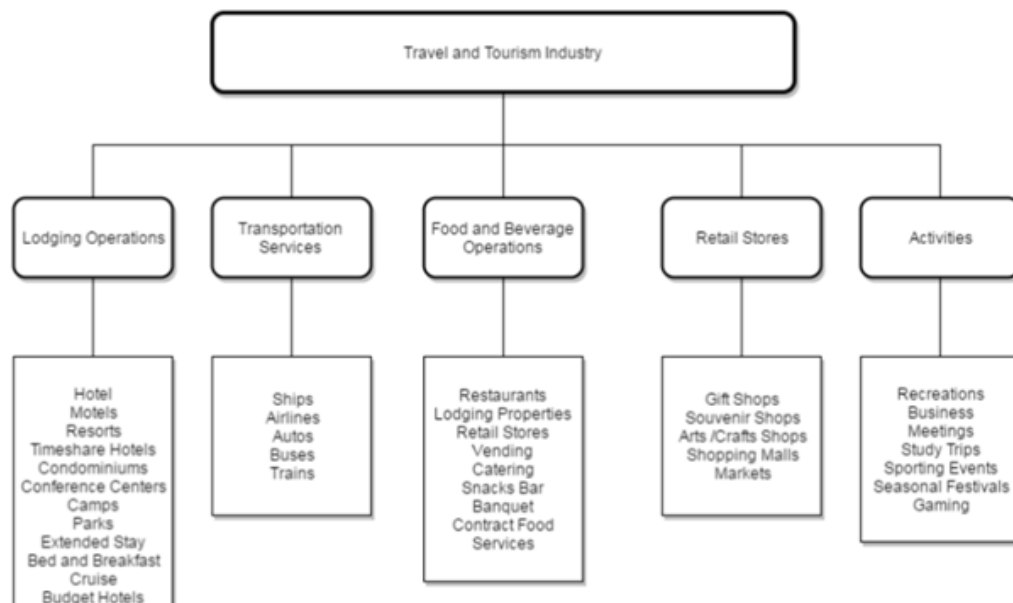
LinkedIn- <https://www.linkedin.com/company/sayogenie/>

Task 2

Industry Classification -

OGenie has featured into two industries; Travel and tourism through the app OGenie and Information and technology via being a software services and conversational AI provider.

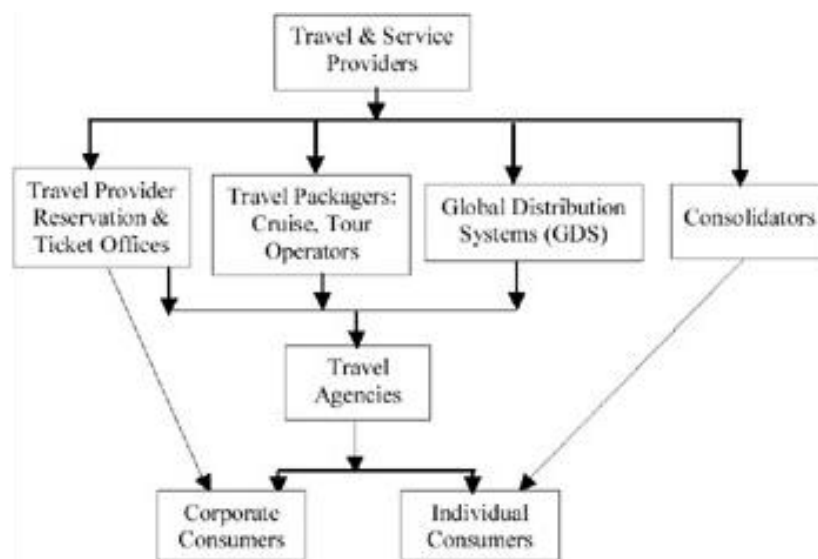
The Indian tourism and accommodation industry has risen as one of the key drivers of development among the administration's division in India. Tourism in India has critical potential considering the rich social and authentic legacy, assortment in biology, landscapes and places of normal magnificence spread the nation over. Tourism is additionally a conceivably enormous business generator other than being a critical wellspring of outside trade for the nation. In 2019, FEEs were US\$ 29.96 billion enlisting a development of 4.8 percent year-on-year and came to US\$ 5.40 billion during January-February 2020. India is the most carefully propelled traveler country as far as computerized instruments being utilized for arranging, booking and encountering an excursion, India's rising working class and expanding expendable earnings has kept on supporting the development of household and outbound tourism. The current pandemic has impacted this industry as a whole and there is very less possibility of improvement in coming months.



OGenie presently carry out the work of booking airline tickets and planning the complete travel journey of its customers. As already stated, it provides an ample of services like flight booking, cancellations, rescheduling, web check-in, preferred seat bookings and travel related alerts to its

users all of this is achieved via voice commands through a conversational AI. It is using new age technologies to make travel easier and more affordable. It is offering its services on an online platform thus it caters to a large number of audiences and acts as an intermediary between the flyers and the airline companies.

Industry Structure -



As can be understood by the above diagram, The Travel booking agencies regularly get commissions and different advantages and motivating forces from suppliers or may charge an expense to the end clients. Travel booking agencies work in the benefit of both airlines and its users. To airlines it provides a huge customer base from different segments and to users it dispatches unmatched offers and regular discounts so that they continue to get the customer traction.

Model that are associated with different airlines and agencies are: -

<p><u>Merchant Model</u></p>	<p>In this model, the agency has to bulk buy or pay in advance for an assured number of travel trips or a business of a fixed amount. In this type of the model, the travel agency is at the risk as it has to make the initial investment, but the returns are also higher as they can charge any amount they wish to the customers as flight fare and since the investment is made in bulk, the rates at which the services are availed from the airlines are very low.</p>
<p><u>Agent Model</u></p>	<p>This model is more of a commission-based model in which the airline pays the travel agency a fixed commission on every passenger trip that is successfully completed. In this case the travel agencies tend to earn less but this model has resulted in the boom of travel agencies globally as these lead the customers to be open to more offers from various airlines and not just being pushed to one particular airline as the agency has already invested in the same. These also lead to competitive and low pricing amongst the airlines and providing a better value proposition to the travelers.</p>



OGenie has implemented agent based or customer-based models in which they tie-up with airlines and for every ticket that has been booked through their app or website, they get commission for it.

In tourism & hospitality industry or information technology industry the competition fluctuates on different variables: -

1. Travelers presently have so much travel data, especially readily available by means of the web, that they have themselves become "generalist travel specialists.
2. The percentage of commission associated with booking of each ticket.
3. Giving brilliant client service administration.
4. Continuously update the technology that is being used
5. Try to get on board new services that are somewhere linked to your present deliveries so that they can have multiple reasons to choose you over others.
6. Give rewards, offers and discounts to the customers.
7. Current market share and future scope.

External Environment -

To better understand the Impact of the external environment on Tourism and aviation industry, we can have a PESTLE analysis. With the USP of OGenie being in the execution of latest technological headways, for example, Conversational AI, NLP and Machine Learning in the travel space, the PESTLE model will comprise a couple of purposes of the coordination of innovation also.

Political Policies - In many nations, there are severe guidelines for the aviation business. This is for the most part a direct result of the dangers related and which can bring about accidents or mishaps or any hopeless harm. A few strategies have been contrived to ensure travelers more than the flying business. Instability or war factors that influence specific nations consistently



negatively affect the aircraft business. This is a significant deterrent as carriers will begin losing clients in zones that have high-security dangers.

Environmental Aspect - Contact less travel will be the new normal. The fuel released in the air via flights deteriorates the environment.

Social Factors - The social outlook of the customers and their values keep on changing and to keep in pace is what is important. The changing demand of the users has to be accomplished by incorporating latest AI tools that can study the right data set to give the optimum satisfaction to the buyers. People now look for low fares.

Technological Changes - Genie is currently the market leader in the terms of the tech support they provide. NLP, NER, machine learning, Sentiment analysis, Voice activated support bot much more. With every upgrade in its software they provide more customized services.

Legal Issues – Now many norms are governing this industry. The refund policies have been drastically changed post the pandemic. There are numerous guidelines which expect aircrafts to offer safe travel alongside great administrations. Carriers are made liable for air crashes or some other sort of harm or catastrophe. Numerous laws have been proposed which manage how the aircrafts treat its travelers.

Economic Factor - Financial elements impact the aircraft business. The ongoing financial downturn made the travel market see its most minimal period. Both economy and premium traveling declined. Moreover, carriers were likewise under the strain to adapt up to the expanding fuel costs. These components made it hard to produce benefits. Besides, aircrafts additionally battled with expanding work requests from the piece of representatives. All these financial variables brought about expanded insolvencies of significant carrier organizations.

Task 3

Growth Story

The seed of this revolutionary idea of OGenie was sown by the Mr. Ankit kimtee and santosh



Back in 2016 they made their mind to establish GenieTalk Pvt. Ltd. Then Mr. Vivek Jain joined hands and with him came the thought of Genie being an AI. Mr. Nikhil then came as CTO of the company and executed the tech related support and then in Sep. 2017 first prototype was created. In Oct. 2018 the alpha version of GenieTalk was launched in the market and then transactions started. The company rebranded its product in 2019 as OGenie and re-positioned it as a virtual travel buddy who can plan and map the complete travel journey of its users. The company has put its first foot forward to go global in 2019 with its Beta version in Asia's largest tech conference RISE, Hong Kong. Genie is the only company that can make transactions on voice commands.

To make it more appealing for users and increase the benefit that they can enjoy, Genie came up with a new membership plan Genie ELITE that facilitates discounted cancellations, unlimited rescheduling and other offers.

In this pandemic scenario when it is really skeptical to say that when the flight services will resume, Genie is re-branding GenieTalk and selling tech related support systems to various industries. As of now, OGenie is offering the services related to the air ticket, soon it will be coming up with new services like hotel, train and cab bookings. This can help an individual to plan his complete travel with OGenie and will help him to submit all his invoices in one go with the application, which will directly help him to reduce time in collecting the manual documents and will make him/her more productive for the organisation.

Invoice cap can be traced within the application with an option to send it over mail adding CC to respective departments.

Organizational Culture

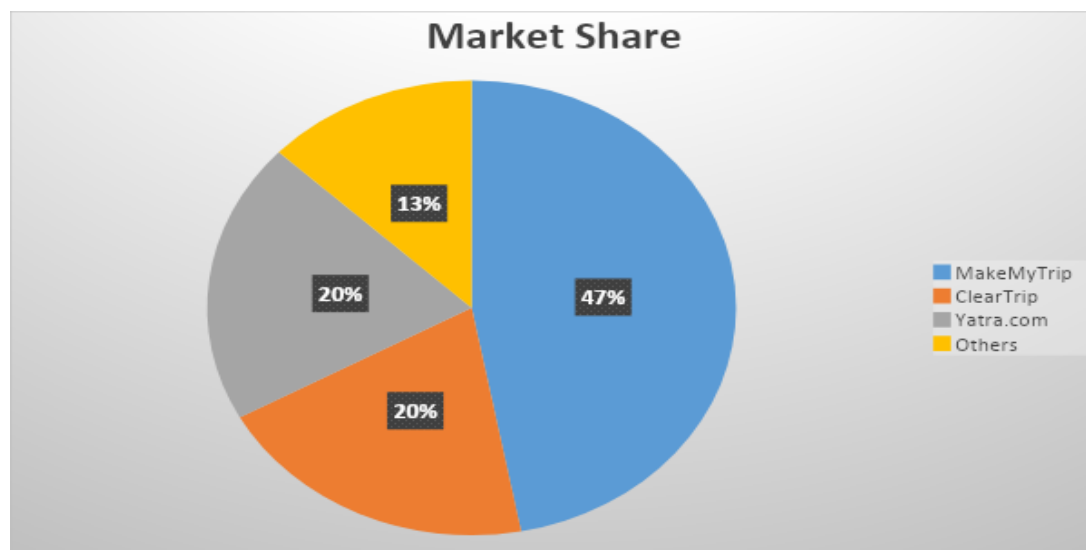
Genie is an organization that enriches experience and the feel of how a start-up works. Genie has a horizontal hierarchy where the company lead, team leads and all the employees have a friendly bond and there is no barrier to free flow of communication, there is no chain to communicate the ideas, They conduct open house for discussion and brainstorming sessions, all the ideas are heard and appreciated and good ones are taken forward. The ethical views are always taken care of and the leaders are respected. Everyone is encouraged to perform more than what they can do. We

get the chance to work in different domains and improve our skills and develop new ones and get a feel of holistic development.

It is not only about work but a healthy atmosphere and fun activities on Saturdays. Movie trips and

Competitive Performance

The organization falls under the IT and Tourism & Hospitality industry, air ticket booking to be more precise. Air travel commands the movement business as of now as indicated by the online sources. Significant players in the movement and the travel industry are MakeMyTrip, Yatra.com and ClearTrip. The business is at present massively ruled by MakeMyTrip with the greatest piece of the overall industry, trailed by ClearTrip and Yatra.com with practically equivalent pieces of the overall industry. OGenie is genuinely new in the business at present and still in the improvement stage. Along these lines, it needs to confront an intense rivalry from the effectively settled industry players in the business. The pie diagram underneath shows the approx. piece of the pie of each significant rivalry in the market.



	MakeMyTrip	ClearTrip	Yatra.com	OGenie
Downloads	50M	10M	10M	13K
Rating	4.5	4.5	4.4	4.9

This table is taken from the results of google analytics, it clearly reflects that currently this market is dominated by MMT and Genie is a new entrant but it is sure that Genie is going to get more downloads because of its up to date technology and brilliant user experience.

One shop solution for all your business travel needs

Hotels - Covering your entire business trip we have got you a the entire range of business class hotels along with flights

Insurance - From travel insurance to laptop coverage, claim settlements we covered for your trip. Easy report and claim process.

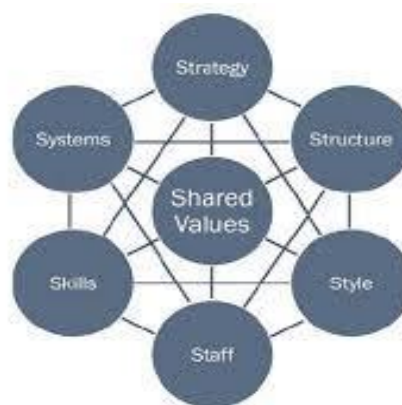
Cabs - Introducing pickup & drops, airport transfers, outstations services. Just pre-book your request and enjoy luxury cab services when arriving at the airport. Timely alerts and route direction on your pickups. Special cabs for female employees with female drivers

Forex - Taking care of your forex needs. Delivering at your place or at the airport anywhere, anytime.

Visa - Online visa process. Easy and convenient.

Task 4

McKinsey 7s model





Strategy – The present strategy of Genie is to promote low-touch economy and market their indigenously designed conversational bots. Genie is planning to achieve its goal by influencer marketing, digital marketing, social media marketing and affluence marketing. Genie is coming out with tech solutions so for changing customer preference to provide more personalized services in varied industries.

Structure – Genie has a horizontal hierarchy where all the employees are free to put forward their viewpoints. They plan every week a brainstorming session where all the ideas are shared and then later worked on. The information is not passed on in a chain and rather an employee can directly communicate to anyone. The centralized system is being followed and the fonder has a final call.

System – They use a software slack to update the daily tasks. Morning scrums are conducted to keep a track on the progress of the previous tasks. Continuous evaluation helps to achieve a goal. The seniors act as guardian and they bring out the best in the employee.

Share Values – whether it is their app or office the software that runs their team is friendship. They share strong value and a health work culture. The fundamental value that Genie promotes is strong work ethics, brotherhood, and integrity among its employees. The wholesome progress is achieved and everyone is accorded with all round responsibilities and small in between fun tasks aggravate the enthusiasm of the employee.;

Style – Just like any other start-up it has flat organizational structure where the leader is respected the most. Genie has a flexible style of working but at the same time it calls for you to give your cent percent. The leader orients the scrums and gives solutions to all the queries. All the departments work in a synergy and at the same time have an inner competitiveness.

Staff - The team of Genie comprises a number of departments and its head; the three amazing men who collaborated to bring out this transformational conversational AI further divided their work force among the people with similar passion. Genie has Marketing and development head, HR head, Finance head, Chief Technical Officer. There are times when they do multi-tasking.



Their efforts are always being appreciated by our leader. In the later stage the company will require more hiring.

Skills - For the most part prominently Genie is known for indigenously developed tech. The technical team led by Dr. Swapnil Pote, is the principal strength of the firm. Dr. Pote has created a billion-dollar conversation AI at Genie whereas marketing and marketing is concerned, the team has been efficiently led by Ruchika Drabla. All the employees have a caliber to deliver in a most demanding circumstance which has led to the success of the firm. To screen the performance of employees, a weekly PoA is maintained wherein the KPI of each employee is assessed. In the future, the firm is contemplating beginning an ability enhancement program in AI for all employees.

Task 5

PORTERS 5 FORCES STRATEGY

1. BARGAINING POWER OF SUPPLIER

With reference to the Genie, the suppliers are industrial partners that have their tie-ups with Genie. Airline companies, Hotels and Cab chains all are the suppliers of Genie. They already have a internal competitions therefore their bargaining power towards Genie is very low.

2. BARGAINING POWER OF BUYER

The company is among the few of the forerunners in the world in terms of AI powered digital experience be it voice bot or conversations, transforming the world from rule based to interactive deep learning algorithms. The buyers of the company in case of its B2B vertical have thus a moderate bargaining power. Since, the competitors to the company are the big giants like Siri, Google, Bixby and Alexa in case of OGenie app.



These players have captured a major portion in the conversation AI industry. Also, the B2C vertical competes in the online air travel industry either directly or indirectly with competitors including MMT, CLEARTRIP, PAYTM, HAPPYEASYGO, etc. Thus, the bargaining power of customers is high in case of travel bookings through OGenie.

3. THREAT OF NEW ENTRANTS

Since the organization is new in the entrant with only 4 years of service, the organization has a high threat of new entrants in the business. Already a significant piece of industry is owned by MMT, HappyEasyGo, ClearTrip, Paytm, etc. In the sector of online ticket bookings forcing a significant threat to existence in terms of flight booking. Additionally, In case of OGenie being a conversational AI based travel booking application, any new entrant may tend to be unsafe for the organization's endurance and development demonstrating a high threat of new entrants.

4. THREAT OF SUBSTITUTES

Genie has a moderate threat from substitutes and the reason being that big giants like Google, Siri, Bixby have not confined themselves to travel booking using conversational AI algorithms whereas Genie is specialized to perform this job on voice commands with at most personalization.

5. COMPETITIVE RIVALRY AMONG EXISTING PLAYERS

In terms of usage of tech specification, the competition for Genie is extremely low as it has its USP of using conversational AI. When considering the competitive rivalry among the existing players In terms of travel booking then it is very high as MMT, HappyEasyGo, ClearMyTrip have already captured a good market size.



Areas of problem in coming years

The company OGenie is mainly concerned with flight bookings by integrating conversational AI in their app but due to reduced mobility of people in this pandemic situation, the revenue generation is slumped. Even when the flights operations will resume, people will curtail their leisure travel as much as possible at least for a year and thus it would be by far the most financially and operationally affected sectors. Therefore, the following are the internal and external problem areas that the company would suffer in the next 3-5 years: -

- Internal

1. Unemployment - every individual who is straightforwardly or in a roundabout way reliant on the income created from the tourism and hospitality industry is confronting the hard hit. According to Federation of Associations in Indian Tourism and Hospitality (FAITH), around 70 percent out of an all-out assessed workforce of 5.5 crore (immediate and roundabout) could get jobless (around 3.8 crore).
2. Re-strategies – In this changing scenario the traditional strategies will not account any longer and it would be required for OGenie to get out of the conventional outlook. The present solutions will be ineffective.

- External

1. Decline in business Travel – As more and more people are accustomed to work at home and it is no safer to travel thus video conferencing has become a substitute for it. This will eventually hamper the market of OGenie.



2. Rise in travel fares – The new norms for travelling states that, the airlines will have to run at one-third of its total capacity, the sanitization and other needed arrangements would also cost the airline firms and for compensation air tickets will become costlier. Thus, people will avoid taking flights.
3. Safety – Considering the risk associated with travelling, being at crowded places everyone is inclined towards not taking flights until and unless it is very important.
4. Government norms – Karnataka government has imposed this law for people to practice quarantine in government hospitals when they get back to the state. Temperature screening is also restricting many people to not to travel if they are being suspected of being infected by a virus. The airline companies are asked to give complete refunds for tickets that have been cancelled in a particular period. These laws will limit the travel even if the lockdown uplifts.

Solution to resolve issues

The OGenie is now looking back to keep their focus on selling their technology and delivering software services in varied industries. OGenie and GenieTalk are now active on all of their social media platforms and trying to boost their products via digital marketing. While working in close with Genie all this long, I felt that to cope-up in this unpredictable time Genie can implement following things: -

1. Genie will need to think beyond the conventional use of AI and should have a broader perspective regarding this.



2. The Geniuses of Genie should be ensured that they are an integral part of the Genie and that they will always be accorded with the same roles and responsibilities.
3. They can minimize human contact and promote low touch economy via application of AI wherever possible.
4. Genie can make transactions that other conversational voice-bots like alexa and siri can't make thus they can pitch their products in banking industries and for other financial institutions where this voice bot can ease their work.
5. E-commerce has become a global market where ample buying and selling takes place under a single roof so GenieTalk can be a complement for their existing technology.
6. They are already having a GenieELITE Today every segment can be tapped on social media platforms but Genie doesn't have much customer integration over there. They should come up with some interesting campaigns that can grab immediate attention.



PART B: Project Work



Introduction to the project work

GenieTalk Pvt. Ltd. Is a company that initially had an AI-based product OGenie, which is a travel booking application. Later looking at the uncertainties associated with the travel and tourism industry, they started leveraging techno-based solutions.

Among various departments, I was a part of the marketing department of the company and designated as the marketing intern which is headed by Miss. Ruchika. She conducts a morning scrum to understand the workflow and monitor the advancement in all the projects. In the marketing department, they had sub-departments as affiliate marketing, influencer marketing, copywriting and social media marketing. I have closely worked with the team in copywriting and social media marketing under the supervision of Miss Dhara Sharma and Mrs. Pallavi.

The responsibilities accorded to me are as follows: -

- The first task that we were offered was to go through all the social media handles of OGenie, pinpoint the pros and cons of the page and highlight the changes and scope of improvements so that they could cater better engagements.

Later we were divided into groups to full fill our urge of learning and contributing at most to the company.

- Initially, we were given a flavor of how different domain works and their key roles in marketing. Areas like affiliate marketing, influencer marketing, web designing, and content curation and digital media marketing. To understand the level of our understanding we were assigned some assignments as well.
- In the beginning, I was accorded the role of promoting OGenie and Genie ELITE on Quora and Reddit.
- Content curation is the form of blogs on medium.
- I worked for GenieTalk in communication, Engagement and content curation where I was supposed to perform the task of looking at the possibility of leveraging tech through



articles, blogs, forums, social media, how chatbots can be implemented with tech, finding industries and writing on them, writing on areas how conversational AI can be the next step to a lot of businesses inefficiency.

- I had to do website research and comparison with existing players in the market and then created a BRD document for travel desk website of Genie, which instills it all website-related and designing related requirements.
- Created database to train AI-algorithms for the voice bot to book hotel, cabs and flights.
- Keyword research for blogs and Quora answers.
- Google analytics analysis to find conversion patterns.
- To increase the number of followers on LinkedIn of OGenie while advocating it's fun and healthy work culture.
- Enlisting the group of groups on LinkedIn or forums dedicated to various industries where we can contribute in terms of knowledge, initiate meaningful conversation, be it social media or Quora, need to research on platforms/pages that could be seeding for their future.
- Highlight Genie as a solution provider through comments on recent posts on LinkedIn to attract right TG for GenieTalk and also try to tag Genie on those posts to increase followers of their page.
- Copywriting and posts designing.

Methodology

Genie is an organization that enriches the experience and the feel of how a start-up works. Genie has a horizontal hierarchy where the company leaders, team leads and all the employees have a friendly bond and there is no barrier to the free flow of communication, there is no chain to communicate the ideas, They conduct an open house for discussion and brainstorming sessions, all the ideas are heard and appreciated and good ones are taken forward. The ethical views are always taken care of and the leaders are respected. Everyone is encouraged to perform more than



what they can do. We get the chance to work in different domains and improve our skills and develop new ones and get a feel of holistic development.

Employees of Genie are truly genius in every sense and it was a pleasure working with them. They are extremely talented and multi-tasking pool of people and holds expertise in their respective domain. They have an amazing and healthy work culture where all the mentors are really co-operating and understand the genuine reasons for delay and appreciate and acknowledge good work that really helped me and motivated me.

Observation

The OGenie is currently thinking back to maintain their emphasis on selling their innovation and conveying programming administrations in changed enterprises. OGenie and GenieTalk are presently dynamic on the entirety of their internet-based life stages and attempting to help their items through computerized promoting. GenieTalk is looking for established firms who can adopt their high end services and evolve their business according to the need of the hour.

While working in close with Genie this long, I felt that to adapt up in this flighty time Genie have following opportunities and future scope: -

- Genie should think past the ordinary utilization of AI and ought to have a more extensive point of view in regards to this.
- The Geniuses of Genie ought to be guaranteed that they are a vital piece of the Genie and that they will consistently be agreed with similar jobs and duties.
- They can limit human contact and advance low touch economy by means of use of AI at every possible opportunity.
- Genie can make exchanges that other conversational voice-bots like alexa and siri can't make along these lines they can contribute their items banking ventures and for other money related foundations where this voice bot can facilitate their work.



- Web based business has become a worldwide market where abundant purchasing and selling happens under a solitary rooftop so GenieTalk can be a supplement for their current innovation.
- They are as of now having a GenieELITE Today every fragment can be tapped via web-based networking media stages however Genie doesn't have a lot of client reconciliation over yonder. They should think of some fascinating campaigns that can catch quick eye.

Conclusion and learning

I am extremely appreciative towards OGenie for facilitating this Virtual temporary job program, paying little heed to the present circumstance prevailing in the world, OGenie has not confined itself to a nearsighted vision and is helping the pool of understudies like me and situating us towards the huge number of potential outcomes.

I am satisfied to get the degree of obligation that I have been concurred as an assistant. I am allowed the chance to be a piece of making advertising systems, doing advanced promoting, planning campaigns and executing it in the constant. I feel myself lucky enough that in this circumstance when COVID19 has affected generally every industry and each firm out there, I am as yet working and getting the corporate presentation and bits of knowledge in pretty much every domain of the board and new age AI innovation through this activity of OGenie. Thanks to Arpita Mishra ma'am and Ruchika Drabla ma'am for helping me all through the selection process and all the Geniuses of Genie for being incredibly inviting.

PART C: Learning from the summer project

Learning

The classroom learning has been turned into a real-life application of all the concepts. Developed an understanding of how corporate work.

➤ *An opportunity to work with the firm leading in AI driven new age technology “GenieTalk Pvt. Ltd.” under the project of social media marketing and revolutionizing the brand strategies according to the current pandemic situation, the concepts applied in the corporate are:*

1. Search Engine Optimization: it is one amongst the most particular and looked for after instrument, SEO centers around making any business site rank top in the web search tools, for example, Google, Opera, Yahoo, etc.
2. Content optimization: The content should be well researched and drafted uniquely. It is advisable to take references but it should not be repetitive and written according to the platform on which it is going to be published. The 7 C’s of writing should be imbibed in the written document and the flow should be maintained. The content should be engaging and title must be catchy that could grab the immediate attention of the readers.
3. Google Analytics: The statistical tool, google analytics let us understand every mynute detail of all our marketing campaigns based on essential logical aspects and help us redefine our marketing strategies that could align with the goal of the company. It takes into account demographic, geographic and behavioural data collected through the generated URL.

➤ *New skills and techniques picked up and knowledge gained:*

Coming from core technical and technical background, working in an IT Firm was altogether a new experience for me. The relevance of marketing team in such companies is beyond our expectation, the work culture of a start-up has allowed me to learn about multiple areas of marketing and few of them are as follows:

4. Influencers Marketing – Social media platforms have allowed many bloggers and bloggers to portray their unique content and get the appreciation which they deserve. So apart from focusing on organic reach we even looked for approaching some influencers who are majorly into tourism segment to promote OGenie.
5. Website Designing – Websites form the first impression of the company's products and features and thus differentiates it from others. I have learnt to draft Brand research document (BRD) for the organization that could act as a road map for the designers to come up with the best possible design. BRD is a wireframe of the website. It calls for thorough research and creative outlook.
6. Video Marketing: Use recordings in our promoting activities to help commitment and enlarge our scope. For example, most online life stages permit us to put vaporous/brief video content. In this way, while you're making standard video content, explore different avenues regarding vaporous, vertical, and live streaming to perceive what produces commitment and twofold down on that.
7. Create a Cohesive Content Experience - Make content in the same number of arrangements as we can. Fiddle into text, digital broadcasts, infographics, recordings, gated content, etc. Each substance piece we make should bolster one another, and that is the place content repurposing comes into the image. We can turbocharge the substance procedure by supporting it with a keen conveyance system. On the off chance that we have composed a 2000-word blog entry, convert it into an infographic, make a web recording scene, and record a whiteboard video. At the point when we do this, we are differentiating our essence across various stages and making content as indicated by the client's accommodation.
8. Conversational AI: I have never been into IT but in these two months I have gained good knowledge on how AI is evolving and is helping every sector and promoting the new normal of contactless travel and low touch economy. AI has done wonders in this time of pandemic and has helped our health warriors who are fighting at the forefront for us. GenieTalk has also expanded its horizon in this domain by leveraging AI solutions to all the industries. AI studies the vast data sets and learns the patterns generated and thus its neural networks help it to devise the solutions. The chances of error are eliminated by it.

➤ *Soft skills Improvisation and interpersonal relationships:*

I take this internship as an important learning phase of my education. Bookish knowledge can never be enough to have an all-round development and working in this organization has given me this opportunity to enhance my soft skills. In Genie, the morning scrums and team calls have made me realize the importance of keeping patience and hear every idea carefully and give equal chances to everyone to speak, respect everyone's opinion. During this internship, I have seen myself strategizing for the organization in the real-time scenario and this has developed problem-solving skills in me. In the initial weeks, I found it a bit difficult to communicate my ideas to the senior authorities of the organization but then gradually I was able to convince them.

My mentor has always appreciated me for meeting deadlines and being on time and it has encouraged me all the more to practice time management in my professional and personal life.

➤ *Directions for a career path and the Future Job:*

This pandemic scenario has turned the focus of marketers towards digital marketing and social media marketing. Unique content is always appreciated on these platforms like Facebook, YouTube, Instagram, Twitter, Quora, etc. A large number of jobs are being created in the digital marketing domain. Around 55% of the world's population in today's time uses the internet and thus the traditional marketing jobs are now overshadowed by digital marketing jobs. A huge growth potential lies in this field because it's still not completely explored. Working on the various platform can help the advertiser to tap the right target group and get immediate analytical results on how the content is working. With the technology being continuously evolving newer job avenues are being created in digital marketing.

I have developed a keen interest in this domain during my two months of tenure in GenieTalk Pvt. Ltd.



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Annexure

Screen captures of some Quora, Reddit and LinkedIn posts

When will international flights start operating between India and other countries?



Shreya Bansal · June 1

MBA Marketing & Data Analysts, Institute of Management, Nirma University (Graduated 2019)

Originally Answered: How likely is the start of international flights to India?

As per the recent notification from government, international air travel, which has been under prohibition since March 22, is among the few activities the decision on resumption of which will be taken during phase-3 of lockdown 5.0; notably, the fifth stage of the lockdown is, essentially, the country's exit from it in three different phases.

'National carrier Air India shall be allowed to operate non-scheduled foreign flights with middle seats booking for next 10 days', the Supreme Court observed on Monday. Notably, the court was hearing an urgent petition filed by Centre and Air India against Bombay High Court order that has directed the airline to keep middle seats vacant in international flights.

To get the recent updates and plan your trips accordingly download OGenie app. As the future of these flights are still uncertain, [Genie ELITE](#) allows you to make unlimited rescheduling and discounted cancellations.

326 views



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COVID-19 to the worldwide Travel and Tourism Sector. Effect on be felt on both white and hands on occupations and up to 50 million employments are in danger all around, speaking to a decrease in occupations of 12 to 14per penny, the legislature ought to acknowledge the proposition from TAAI and ought to likewise consider a total GST without tax Holiday for the Tourism, Travel and Hospitality Industry for the following a year till the time the recuperation occurs.

As things are not working out well in this industry the employees are going to be suffered first and this could be said after the breaking news that came from the master of hotel chains "Hyatt", "Due to the historic drop in travel demand and the expected slow pace of recovery, Hyatt has made the extremely difficult decision to implement layoffs and restructure roles across its global corporate functions, beginning June 1, 2020," Hyatt said in a statement.

Corona Virus has writhed the world tourism industry, with enormous inn networks and computerized stages, for example, Booking being compelled to drop reservations in the Asian nation. The tourism business faces a phenomenal conjunction of dangers - made up of a worldwide wellbeing caution; the lack of airplane because of the emergency of the Boeing 737 Max; the social vilification of movement; overstated and even bogus media offensives; atmosphere calamities; part burdens; insolvencies of administrators and carriers; and the political unsteadiness and financial stoppage in the enormous markets - which alludes to least a worldwide constriction for the tourism business soon.

As soon as the things aligned to our expectations and it turned out to be well, get your travel bookings done through OGenie, your virtual travel buddy that will manage and Map your trips on your whims and will deliver u a hassle free travel experience.

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As per OAG Aviation Worldwide, the travel limitations on universal flights have caused the worldwide aircraft industry misfortunes mounting up to \$880 billion.

Numerous hotels wind up unfilled and hoping to fill the once full anterooms and rooms. In any case, the grave circumstance has given space for overall solidarity with numerous hotels around the globe giving their premises to house clinical staff, people on call, or medical clinic patients not experiencing coronavirus.

With such substantial effects, the accommodation business should figure out how to work in a manner not seen previously. As the connection between each brand and shopper begins by building trust, recapturing client certainty will be the initial phase in defeating the emergency. Exacting sterile and cleanliness estimates should be applied, with new practices set up to screen and control the earth wherein the business happens.

The World Travel and Tourism Council has cautioned the COVID-19 pandemic could eliminate 50 million positions worldwide in the travel and the travel industry.

Asia is relied upon to be the most noticeably terrible influenced. When the flare-up is finished, it could take as long as 10 months for the business to recuperate. The travel industry at present records for 10% of worldwide GDP.

The examination distinguished four key kinds of prohibitive measures, in particular complete or fractional conclusion of outskirts to visitors, goal explicit travel limitations, aggregate or incomplete suspension of flights and various measures, including prerequisites for isolate or self-segregation, clinical authentications, negation or suspension of visa issuances.

Live for today and plan for tomorrow is a thought that strikes my mind as I think of this present scenario. In the benefit of travellers I would suggest them as soon as the airline service resumes, Get your bookings done through Genie ELITE to get best deals and timely refunds.

291 views

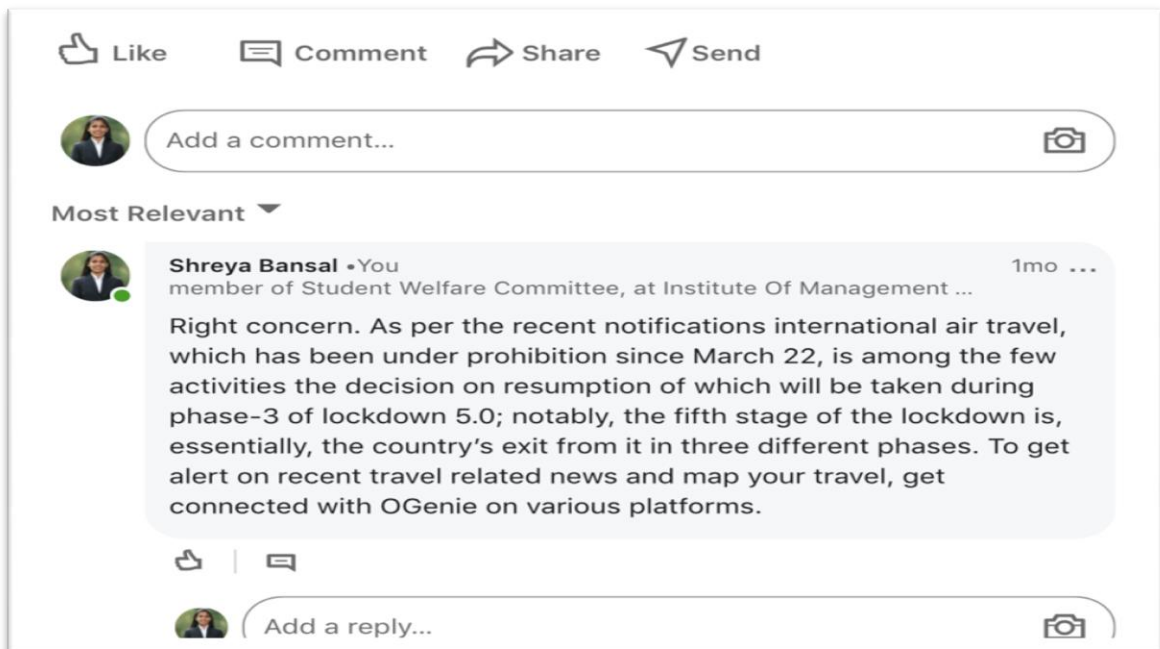
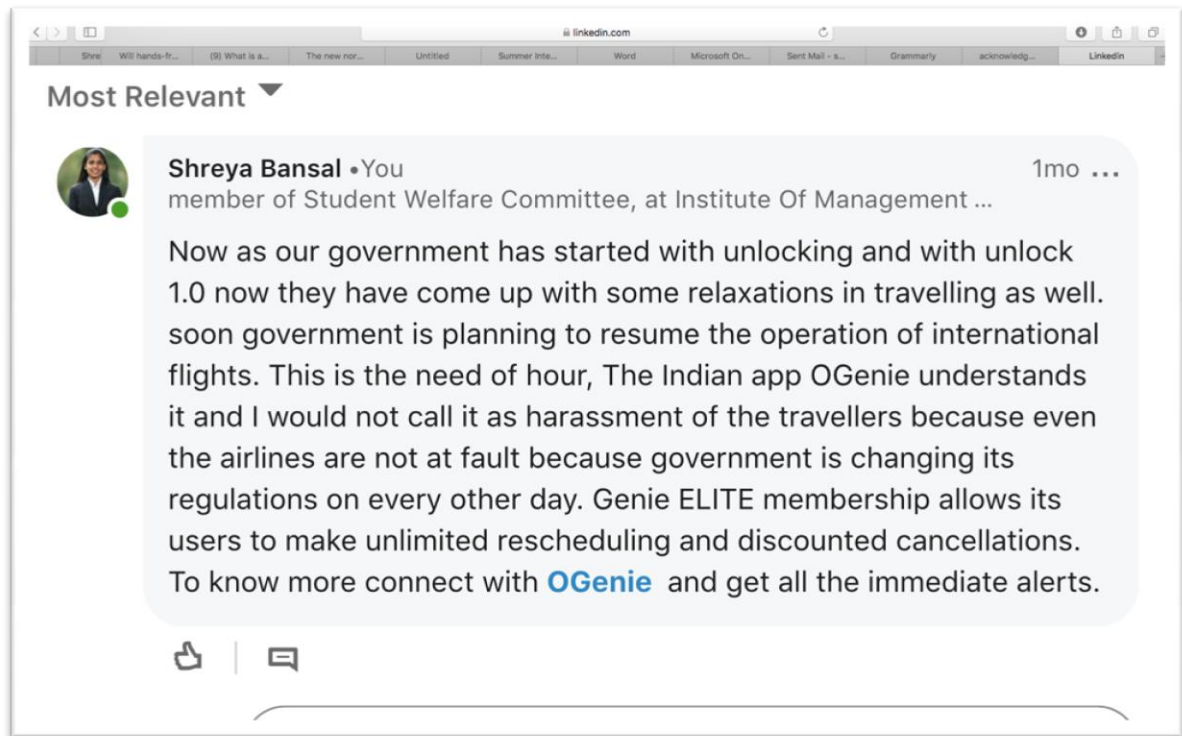
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Screen capture of worksheet from OGenie

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