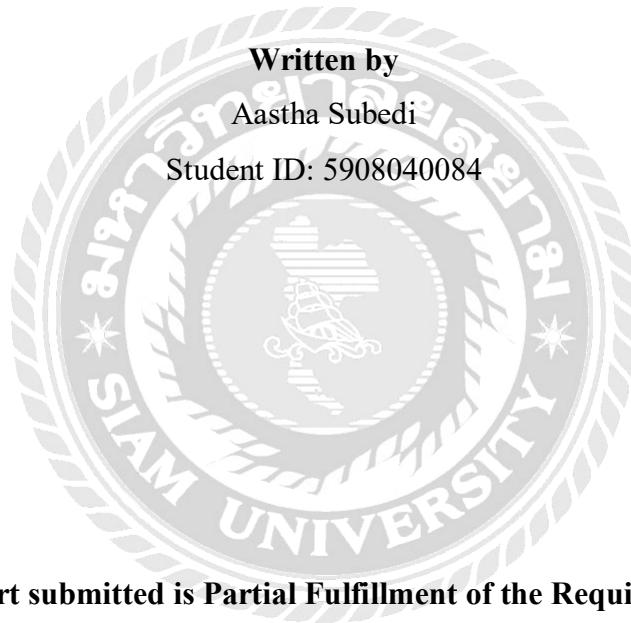




Cooperative Education Report
OYO Nepal - Customer Relationship Management Story

Written by
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This Report submitted is Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration
Academic Semester 2/2019
Siam University

Title- OYO Nepal - Customer Relationship Management Story

Written by- Aastha Subedi

Department-Bachelor of Business Administration (Finance and Banking)

Academic Advisor- Dr. Parham Porouhan, Ph.D.

We have approved this cooperative report as a partial fulfillment of the Cooperative education program semester 2/2019.

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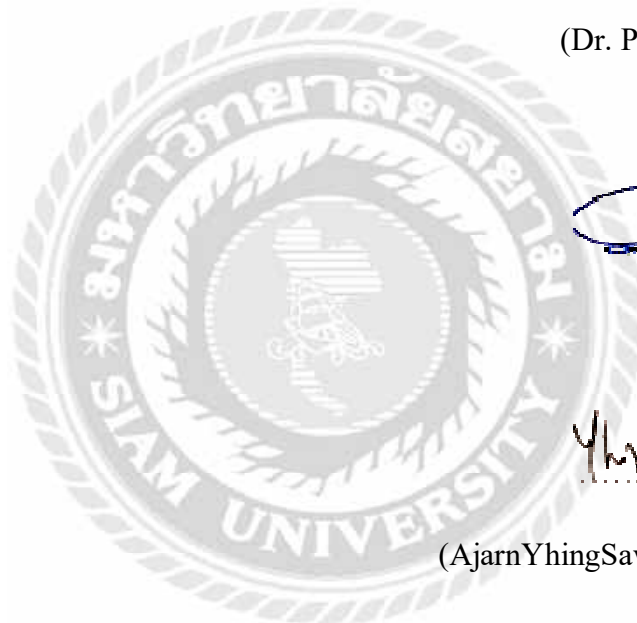
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Project Title : OYO Nepal Customer Relationship Management Story

By : Aastha Subedi

Advisor : Dr. Parham Porouhan

Degree : Bachelor of Business Administration

Major : Finance and Banking

Faculty : Business Administration

Semester / Academic year : 2/2019

Abstract

This internship has been conducted in OYO Rooms Nepal, South Asia's largest Hotel Chain as a university requirement. The objectives of the internship includes (1) to study Customer Acquisition activities at OYO Nepal, (2) to study Customer Retention activities at OYO Nepal, (3) to study Customer Engagement activities at OYO Nepal. They are helping consumers in Nepal to get a comfortable stay away from home at a reasonable price. Thus, improving their online presence to meet the demand of consumers in different cities of the country.

The student was assigned to work with the company as an Intern, in the Online Travel Agent Department for 14 weeks. Upon the completion of the internship, it was found that the experience was facilitated by the means of practical learning and theories concerning Services Marketing, Integrated Marketing Communications Management and Brand Management. Under this pattern, the learnings include the importance of a content strategy, impact of social media campaigns and contests, strategic partnerships and negotiations and customer relationship management which are very important for future career development and profession.

Keywords : **Online Travel Agent, Strategic Partnerships, Content Strategy, Customer Relationship Marketing.**

Acknowledgement

Getting an opportunity to learn in an international platform and implement the learning practically would have been impossible without the assistance and cooperation of a legion of individuals on the professional side. I want to recognize and thank instructors, professors and friends who uplifted me throughout my academic period. Their creative ideas and insights were extremely helpful in order to widen my horizon and prepare this report. I am grateful for their personal encouragement and professional assistance.

I would like to convey my deepest gratitude to Siam University for inculcating learning beyond classroom in the academic curriculum. I am also very grateful to my academic supervisors at Siam University; Dr. Parham Porouhan and academic supervisor at KCM; Ms. Deeptangshu Thapa for their constant supervision and advice which helped me reflect well on my internship experience.

I want to acknowledge Oravel Stays Pvt. Ltd also known as OYO Rooms for giving me the opportunity to complete my internship in such a reputed organization. The internship has provided me with an opportunity to test my abilities and attitudes toward career possibilities for the future. This exposure has helped me bridge the gap between learning in classroom and application in the work environment.

I am very grateful to my supervisor, Ms. Sweta Pandey (Country Head – Online Travel Agent & Conversion) who taught me the key concepts and overall functionality of the company. I am thankful for her constant guidance and counselling during the entire internship program.

Finally, I would also like to thank Ms. Vishakha Rana and Mr. Rahul Barve, whom I would always look up to, for their persistent guidance and support as senior acquaintances at OYO.

Yours Sincerely,

Aastha Subedi

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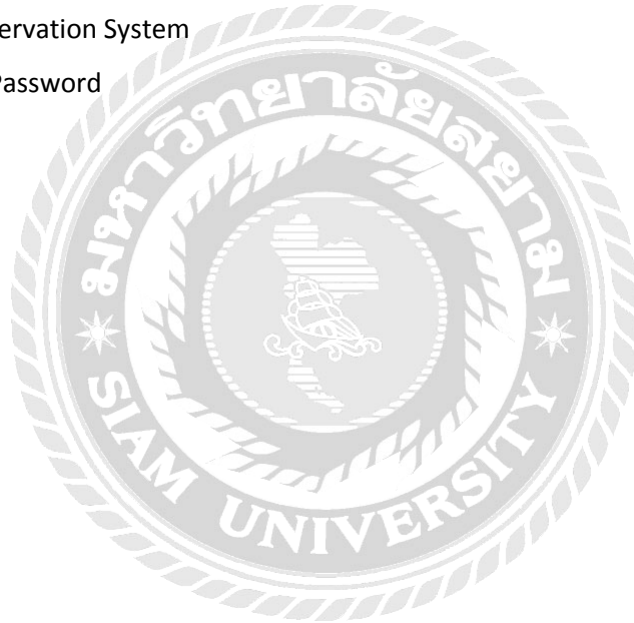
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List of Abbreviations

1. OTA : Online Travel Agent
2. BD : Business Development
3. TR : Transformation
4. Ops : Operations
5. BTL : Below The Line
6. CSR : Corporate Social Responsibility
7. CRS : Central Reservation System
8. OTP : One Time Password
9. OD : One Direct



Chapter 1: Introduction

1.1 Company Profile

OYO Rooms, commonly known as OYO was established in 2013. It is South Asia's largest hotel chain mainly consisting of budget hotels(ET BrandEquity, 2018). It was originally launched as Oravel Stays by Ritesh Agrawal which was later pivoted to OYO (Forbes India , 2017). OYO collaborates with hotels to give similar experience across cities. The first hotel that it standardized was in Gurgaon back in May 2013 and since then, OYO has now grown to over 8,500 hotels in India, Nepal, China, Thailand, Philippines, Singapore, Indonesia, Malaysia, Japan, UK, UAE, Mexico and many more. OYO entered Nepal in 2017 after it was launched in Malaysia in 2016 (Press Trust of India , 2017).

OYO provides its customers wide range of options for accommodation under three pillars- Availability, Affordability, and Predictability. OYO partners with hotels and mainly takes care of sales, operation, marketing and promotion. The hotels are to maintain minimum standards to be able to be listed in OYO's platform. After done the infrastructure and service standardization, OYO takes care of sales and operation of the hotel. There are various categories under which OYO sells rooms-

- OYO Rooms/ SMART Properties- Super affordable with essential amenities
- Premium- Hotels at prime location and premium amenities
- Townhouse- Neighborhood-premium hotel for the millennial traveler
- Flagship- Affordable hotels serviced by OYO at prime location
- Capital O- Comfortable stays curated for the modern travelers
- Edition O- Hotels for the business travelers serviced by OYO
- Palette Resorts- Premium resorts across urban and holiday destinations
- OYOX Design- Beautifully designed, private homes crafted for the traveler who craves comfort

1.2 Organizational Structure

The Department Heads for Nepal are as follows:

- Revenue Head: **Shivam Mishra**
- Business Development (BD) Head: **CaesarShrestha**
- Transformation (TR) Head: **Avinash Mishra**
- Operations (Ops) Head: **SubhankerNeogi**
- Finance Head : **NiteshYadav**
- Human Resources Head : **Safalta Shrestha**

- Growth & Marketing Head : **ShwetaBagla**
- Online Travel Agent (OTA) & Conversions Head : **Sweta Pandey**

While working as an intern at OYO Nepal, I worked under Ms.Sweta Pandey as OTA/Conversions intern.

1.3 Intentions to join this company

Given the current scenario of the COVID-19 pandemic outbreak, all recruitment drives have been halted. Should the need to continue arise after my internship period is over, I will look forward to working at OYO Nepal in future.

1.4 Statement of the report

This Internship is completed as per the requirement of Business Administration undergraduate program at Siam University. This is a part of the curriculum to complete 14 weeks' internship for better understanding of the concepts and overall functionality of corporate industry. This internship also provides the opportunity to develop professionalism among the students and gain experience of working in actual market before completion of the undergraduate degree. The experience gained by an intern during their internship period will develop them as an elegant professional for their future job prospects.

This report gives an overall summary of 14 weeks of learning in the OTA/Conversions department in the organization. This report has helped me to relate academic courses with the organizational culture along with its functioning. The title of my report is '**Oyo Nepal - Customer Relationship Management Story**' highlighting how customer relationship management is carried out in the organization.

1.5 Objectives of the study

There are three main objectives of doing this internship. They are:

1. To study Customer Acquisition activities under Customer Relationship Management at OYO Nepal

It comprises of the activities done in order to manage Customer Relations including the management of inquiries that are generated by various marketing activities and the management of prospective customers, first-time customers and lost customers.

2. To study Customer Retention activities under Customer Relationship Management at OYO Nepal

It comprises of the activities done in order to maintain a favorable customer retention rate so that the customers remain loyal to one brand specifically.

3. To study Customer Engagement activities under Customer Relationship Management at OYO Nepal

It comprises of the activities done in order to keep the customers engaged in order to prevent brand switching and promote brand loyalty.



Chapter 2: Internship Activities

2.1 Job Description and responsibilities

The following were the roles and responsibilities of the student:

- Description writing: Content Writing for OYO Properties on the OYO Mobile Application and the official website. (<https://www.oyorooms.com>)
- Image quality check : Cross check all images uploaded in OYO's official website and OYO's page on the travel meta-search engine Booking.com with their respective criteria's and the company guidelines (quantity / quality / sequence of images)
- Content quality check : Cross check all Property Description Content uploaded in OYO's official website and OYO's mobile application with the company guidelines (punctuation / grammar / quantity)
- Coordinate various campaigns: Ground level planning of campaigns, executing the entire campaign along with Below The Line (BTL) events and securing partnerships and sponsorships accordingly.

2.2 Contributions in details

1. Description Writing

I was assigned a list of 75 properties to update their respective descriptions in OYO's official Mobile Application and official website. Besides that, every month I was assigned 15 new properties that started operating recently.

On the customer end, the description is one of the first sources of information that clearly generates the necessity for the description to be reliable, accurate and relevant. This is in accordance to Customer Acquisition after the customers search for properties to make reservations and are provided with trust-worthy information.

2 Image quality check

Every month I was assigned a list of properties to cross check all images uploaded in OYO's official website and OYO's page on the travel meta-search engine Booking.com with their respective criteria's and the company guidelines. The minimum quantity of images must be met along with the specified resolution and sequence of these images.

3 Content quality check

Every month I was assigned a list of properties to cross check their respective content descriptions uploaded in OYO's official website and OYO's mobile application with the company guidelines. The grammatical and punctuation errors were removed along with updating content as per requirement.

4 Social Media Associate

I was responsible for handling queries on the official Facebook and Instagram page. Accordingly I was also responsible for posting content and formulating captions for the same posts.

5 Follow up on No Show Customers

After every 3 days, I was responsible for making follow up calls to customers who made reservations but were no-shows to the properties. The sole purpose of doing this was to identify what went wrong from our end and to better our services in the future as well.

6 Coordinate various campaigns

Ground level planning of campaigns, executing the entire campaign along with Below the Line (BTL) events and securing partnerships and sponsorships accordingly.

- **OYO Valentine's Day App Sale:** On the occasion of Valentine's week 2020, OYO had a week long sale on the OYO App. We were able to secure barter deal partnerships from companies like UG Cakes, Redmud Coffee, Pathao, Bhoj Deals, Yoyoso, Astrek Park, Daraz & Yeti Airlines to name a few. Lucky winners who made reservations during the Valentine's Week received special vouchers and gift hampers from these partnered companies. Likewise, the winners were announced via separate Facebook posts and their vouchers distributed accordingly.
- **OYO Valentine's Day BTL Event:** On the occasion of Valentine's Day 2020, OYO organized an event in one of its properties OYO Hotel Beli Nepal, Thamel which comprised of a 1 hour Salsa Dance class, Speed Dating event and other engagement games followed by giveaways.
- **OYO Ghumna Aau Mero Thau Photo/Video Contest:** In view of Visit Nepal 2020, this photo/video contest was our approach to promote domestic tourism within the country. The contest encouraged people to capture and share places in their locality that are yet to be popular. Every day 3 photo and 1 video entry was uploaded since the inception of the contest.

However, the contest deadline had to be extended due to an overwhelming response from the participants and later due to the COVID-19 pandemic outbreak.

- **Create & Feature in Promotional Videos:** I was responsible for creating content for promotional videos for the Valentine's Day Sale and Photo/Video Contest. I got a chance to feature in those videos and promote the campaign by urging people to participate. The videos mainly comprised of a step by step guide to frequently asked questions about the respective campaigns and were uploaded in the official Facebook page and Instagram page.
- **OYO Women's Day Giveaway:** On the occasion of Women's Day, we partnered with a local handicraft store run solely by women and provided 20 lucky women bookers with exciting gift hampers from the handicraft store. Accordingly, the gifts were distributed across 10 properties located in Thamel, Gaushala, Patan and Buspark area.
- **Celebrate Holi Indoors Campaign:** Following the Government restrictions as to not organize or participate in any outdoor event during the festival of Holi, OYO urged its customer base to maintain the spirit of the festival by staying indoors.

Many events were cancelled due to the COVID-19 Coronavirus Pandemic Outbreak like:

- National League Cricket Team Pokhara Rhinos Corporate Social Responsibility (CSR) Partnership Project
- International Singer PrateekKuhad Concert Tickets Free Giveaway Event
- Everest Premier National Cricket League Hospitality Partnership Project
- The Leader Reality Television show Hospitality Partnership Project
- OYO International Influencer Meet 2020 in collaboration with Visit Nepal 2020

Chapter 3: Identification of Problems Encountering during the Internship

3.1 Indicate how you successfully solved the problems

- **Announcing winners on social media:** As the lucky winners were announced via separate social media posts, their Facebook profiles were mentioned in the comments section. Many people did not want to be featured on OYO's Facebook page despite being the lucky winners due to the fear of society's perception of being rewarded by a hotel on the occasion of Valentine's Day. Hence, many people opted out of receiving the rewards.
- **Giveaway of Cakes during Valentine's Day:** 10 lucky bookers were to receive 1lbs cake to be delivered in their rooms after they check-in to their respective rooms through a partnership

with UG Cakes that also required pictures to be taken while handing over the cake. The winners were glad to receive the cake, however they hesitated to give consent over taking a picture and none of the winners agreed to publish the pictures on our social media platforms.

- **Extension of Photo/Video Contest submission deadline:** After receiving an overwhelming response via submissions for the photo/video contest, the team decided to extend the deadline by 2 weeks. Since the contestants who participated in the competition were supposed to garner the maximum number of likes and shares, a lot of the participants thought it was unfair to extend the deadline. We received a lot of hateful messages on Facebook saying that OYO was simply taking advantage of the free promotions, audience reach and engagement provided by the sharing the photos and videos published on the official Facebook page.
- **Partnerships & Deliverables:** Searching for companies who cater to the same target market as OYO, negotiating deliverables with them for any event, landing partnerships and closing a deal as a corporate house representative and as a college event organizer were two different things and I had experience only in the latter.
- **International No-show customers follow up:** OYO caters to customers of not only Nepali nationality but many international customers as well. Trying to reach out to international no-show customers to ask them reasons behind the no-show would often be in vain because they provided incorrect numbers, they would hardly receive any calls or never check their voicemails and call back.

Chapter 4: Learning Process

4.1 What are the things you have learned during the internship?

- Project Management
- Content Strategy & Management
- Strategic Partnerships
- Cross - functional teamwork
- Customer Relationship Management
- Task prioritization & Time Management

4.2 Details of the related learning process and new knowledge student has received

Getting familiar with company software

- Central Reservation System (CRS): all the employees could log in if they are authorized with a One Time Password (OTP) and know the entire back-end process of bookings made and the company overall. This novel information system made it easier for Online Travel Agent employees to keep track of confirmed, cancelled and credit bookings.
- One Direct (OD): OTA employees could log in if they are authorized in order to review social media activities, reply to comments and queries on OYO's Facebook page, Instagram page & Twitter page.
- OYO Freshdesk Genie: To update/upload any content across the OYO Mobile Application, official website and Booking.com page, a ticket must be raised with proper approvals as authorization and only OTA employees could log in.
- Typeform: This software was used to view the submissions for the photo/video contest through a form created in the Official Mobile Application. These details were extracted from the typeform responses and posted accordingly on Facebook page.

Project Management

- This is the first time I have experienced handling projects on behalf of a corporate house. I have seen projects from their ground level planning and documentation stage, the creation of mnemonics and choosing project endorers to establishing a flow of events once the project is live. I have learnt that there are a lot of things that need to be taken care of in the back-end so that on the customer's end, the project lies in their best interests. Such projects are mainly carried out to give customers an opportunity to connect better with the brand and are classified under activities done to attract and acquire new customers as well as keep the existing customer base engaged.

Content Strategy & Management

- Previously, I have had experience with content writing for product oriented businesses. Thus content strategy for OYO was different since it is a service oriented business. The set out guidelines to follow while writing the content, mainly properties' descriptions, revolved around giving the customers reliable and accurate information regarding properties where they want to

make reservations. Alongside, the content must be cohesive with the pictures uploaded for the same property. This is done mainly to attract and acquire new customers by providing apt information as per their requirements.

Strategic Partnerships

- Having worked for college events for 3 straight years, I realized landing partnerships for corporate houses is not the same thing. We prioritized landing partnerships with product oriented businesses because we were mainly doing giveaways of free gift hampers. Similarly, most partnerships deals were often closed as barter deals meaning we provide our services for free if the other company provides theirs for free as well. Companies hesitate to provide cash sponsorships but proposing a barter deal has always proven beneficial and further terms and conditions can be negotiated upon. This provides for activities done to attract new customers, keep the existing ones engaged and maybe in some cases win back the lost customers as well.

Cross - functional teamwork

- I learnt about working with employees outside of your team to achieve organizational goals. I was asked to update amenities for certain properties so that it is easier for me to write their descriptions accordingly. Performing quality checks of the tasks done by photography department with the images uploaded, the tasks done by operations department to update the amenities and the tasks done by OTA team to update reviews and ratings accordingly taught me how important it is to step out of the team circle and contribute towards overall betterment.

Customer Relationship Management

- A company grows through its customers and at OYO, activities done in one way or the other is directed towards aligning the brand identity and brand image of the company.
 - To acquire new customers – Social Media Posts that assure quality standards of the services provided, Customized Social Media Posts as per occasion/festival.
 - To keep customers engaged – Frequent lucky draws as per occasions like valentine's day & women's day, Online contests like Photo/ Video Contest

- To track mistakes/ lost customers – No show customers are followed up with, OTA employees' emphasis on reviews and feedbacks after the service experienced in order to improve services in future.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

As Paulo Coelho quotes in his international bestseller, *The Alchemist* “When we strive to become better than we are, everything around us becomes better, too”, my 14-week experience at the multinational company OYO, has been a fruitful journey of professional and personal betterment.

I was able to understand the hospitality industry of the country. Nepal has a huge scope for hospitality industry especially in the cities where tourism effects are more distinct. The main problem faced by this industry is the lack of skilled manpower. The employee turnover ratio is high in Nepal. This is because of the better employment benefits received in foreign countries which directly lead to higher pay and hence better living standards.

Engaging in the corporate world beyond the classroom boundaries has taught me a synergistic way of working and the importance of teamwork, where the sum is always greater than the part. Each team was managed by a department head, and my department head believed in maximizing each team member’s strengths and bringing out the best in each team member. It also taught me how meeting the targets set forth is a realization of the efforts put in by each team member. Being a part of the OTA team has been a challenging and dynamic learning process because we strongly believed in how great things never came from comfort zones. This inculcated perseverance and patience in me as I believe, to succeed in any field these are two important traits to acquire.

The group work and staff’s commitment to give their 100% is extraordinary. OYO itself is a great example of commitment, belief and positive attitude. This performance-oriented environment of the company motivates me to act in the best interests of the company. I must say that the company has provided me a platform where I could apply my theoretical knowledge in terms of company’s practices. Some of the most relevant courses that had a great significance during my internship include Management Information Systems, Consumer Behavior, Marketing Management, Marketing Planning, Services Marketing, Integrated Marketing Communications’ Management and Brand Management.

I have been able to meet and network with so many people. Maintaining good relations with them will help me with opportunities in the future. Lastly, I have also learned how to prioritize and manage time according to the tasks assigned to me. This internship helped me realize that I need to be more organized so that I can ensure maximum utility of resources and prevent wasting or overlapping them.

To put it in a nutshell, my journey as an 'OYO-preneur' was filled with opportunities to better my existing skillset and acquire new skills at the same time. I look forward to seeing OYO grow from the '2nd Largest Hotel Chain' to the 'Largest Hotel Chain' in the world. I would strongly urge my juniors to join OYO provided they get this opportunity in the future.





Figure 1. Company Logo



Figure 2. OYO Rooms- Prince Plaza (Nepal)



Figure 3. Premium- Hotel Bangalore International (India)



Figure 4. Townhouse- Dallas Park Central Galleria 2 (USA)



Figure 5. Flagship- Dwarka (India)



Figure 6. Capital O- Yellow Pagoda (Nepal)





Figure 7. Edition O- Calangute (India)



Figure 8. Palette Resort- Golden Heritage (India)



Figure 9. OYOX Design- Designer Stay (India)



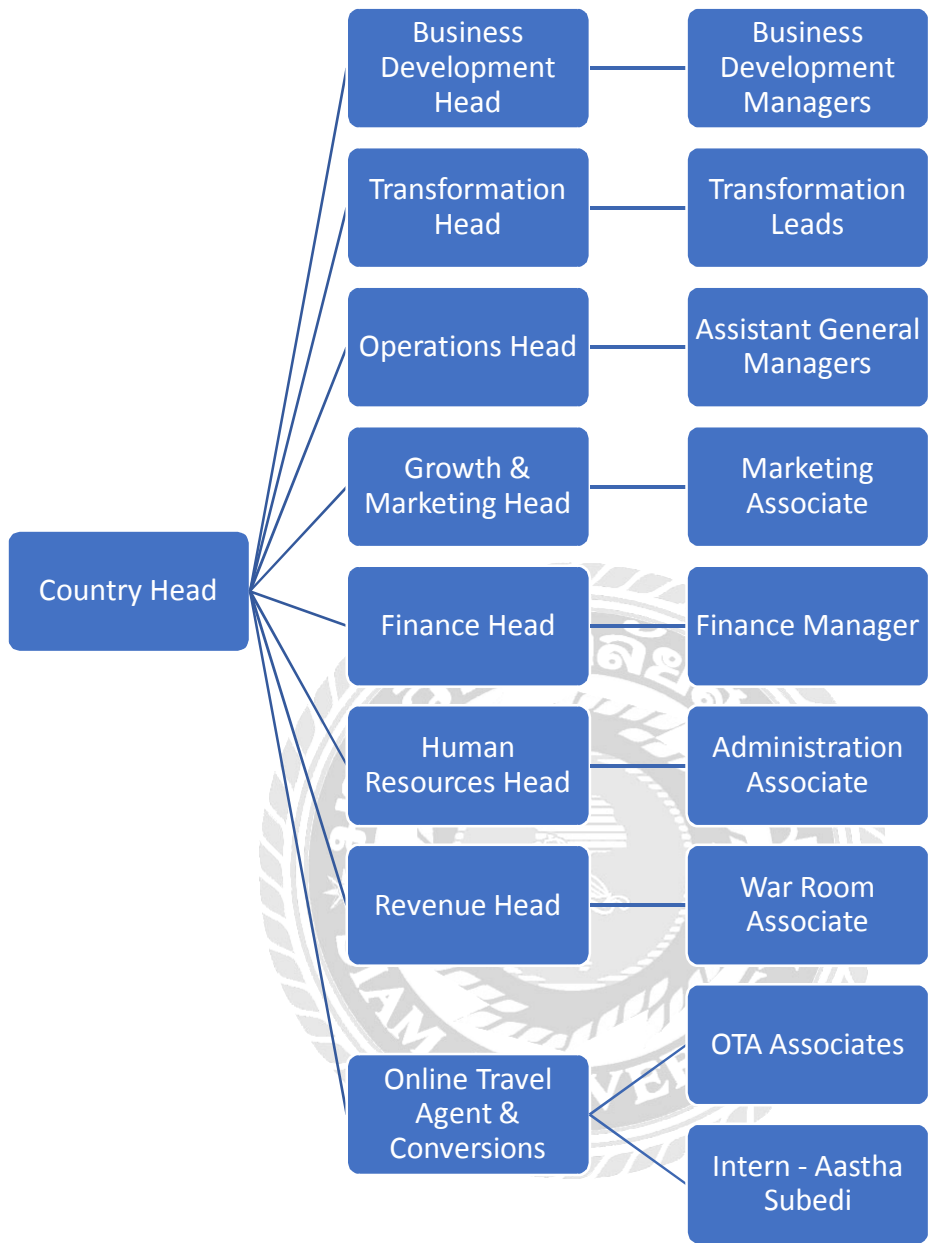


Figure 10. Organizational Structure

Sr.	Number	Source	Guest	OYO Name	Status	Rooms	Room Nights	Checkin	Checkout	Payment Status	Created	Updated	Early-Checkin
1	LTEJ8987	Android App	Naveen Kumar	OYO 24371 Hotel Golden Fleet	Confirm Booking	1	1	12/06/19	13/06/19	Pending	15/04/2019 @ 09:07pm	15/04/2019 @ 09:07pm	false
2	DRB48115	Other Travel Agent	Sri Ven Agarwal	OYO 28354 Royal Guest House	Confirm Booking	1	1	26/04/19	27/04/19	Partial	15/04/2019 @ 09:07pm	15/04/2019 @ 09:07pm	false
3	CVTG3700	Android App	Rambir Sharma	OYO 552 Relish Boutique Hotel	Confirm Booking	1	1	25/04/19	26/04/19	Partial	15/04/2019 @ 09:07pm	15/04/2019 @ 09:07pm	false
4	URX10250	Other Travel Agent	Angad Meena	OYO Flagship 3820 Kusum Vihar Jagat-pura	Confirm Booking	2	2	25/04/19	26/04/19	Partial	15/04/2019 @ 09:07pm	15/04/2019 @ 09:07pm	false
5	NBH40327	Android	Salil	OYO 27764 Sun Hotel	Confirm Booking	2	2	25/04/19	26/04/19	Partial	15/04/2019 @ 09:07pm	15/04/2019 @ 09:07pm	false

Figure 11. Central Reservation System (CRS)

Priority	Subject	ID	Customer Name	Last Agent Response Date
+High	Direct Message (20) Hi my hotel room is not...	7920201	PremodShrestha	17 Apr, 2020, 12:02pm
+Urgent	Direct Message (2) Hi, Thank you for writing to us...	7922930	Bisaj Dhakal	17 Apr, 2020, 12:54pm
+Urgent	Direct Message (12) Hello Sir, We have posted your...	7915677	Yash Raj	17 Apr, 2020, 10:27am
+Urgent	Direct Message (9) Hello Sir, This is to inform you that...	7922133	Kritika Raj Paud...	17 Apr, 2020, 10:36am
+Urgent	Direct Message (17) ATTACHMENT	7920181	Gita SanyalK...	14 Apr, 2020, 1:17pm
+Urgent	Direct Message (3) Hi, Thank you for writing to us...	7925238	Tarakul Dattal K...	14 Apr, 2020, 6:13pm

Figure 12. One Direct (OD) Dashboard

The screenshot shows the OYO Genie Freshdesk interface. At the top, there's a navigation bar with 'Home', 'FAQ', and 'Tickets'. A search bar is present with the placeholder 'Enter your search term here...'. Two buttons, 'New Support Ticket' and 'Check Ticket Status', are visible. The main content area displays a ticket titled '#25969 Nepal Properties to update description' which is 'Closed | 3 months ago Reply'. The ticket was reported by 'Aastha Subedi, 3 months ago'. Two files named 'Description ...' (27.1 KB and 31.1 KB) are attached. The ticket is assigned to 'Pooja Kumari, 3 months ago'. On the right, there's a section for 'Agent Working on This Ticket' showing 'Pooja Kumari, Production Associate' and a 'Satisfaction Rating' section with three options: 'Extremely satisfied', 'Neither satisfied nor dissatisfied', and 'Extremely dissatisfied'. A 'View' button is located at the bottom right of the ticket details.

Figure 13. OYO Freshdesk Genie Dashboard

The screenshot displays the Typeform Responses dashboard. At the top, there are tabs for 'INSIGHTS', 'SUMMARY', and 'RESPONSES (233)'. Below the tabs, there's a filter for 'Submission time' and a search bar for 'Search responses'. A list of responses is shown on the left, with the following details:

Submission Date	Response Name
Mar 12	Umesh Chaguthee
Mar 11	Aashish Parajuli
Mar 10	Saurav Bajracharya
Mar 10	Rakesh
Mar 10	Ganesh Regmi
Mar 9	Kshitiz Gautam
Mar 9	Binita dhakal

A 'Download all responses' button is located at the bottom of the list. The detailed view of the selected response (Mar 11, 2020, 10:59 PM) shows the following questions and answers:

- Question: 'What's your name?' Answer: Aashish Parajuli
- Question: 'What's your email id?' Answer: aashishparajuli018@gmail.com
- Question: 'What's your phone number?' Answer: +9779841585917

An 'Activate Windows' watermark is visible in the bottom right corner of the detailed view.

Figure 14. Typeform Responses Dashboard



Figure 15.OTA Team with Department Head Sweta Pandey (Center)



Figure 16.OTA Team with Country Head Mr. Weekly Yolmo (Extreme Right)

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