



Kintali Hari Prakash

PGDM - 17114

## SIP Experience

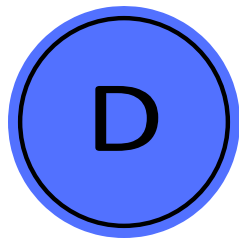


Batch:

2017-2019

Specialization:

Marketing, HR



**DIMENSIONS**

THE LIMITLESS

The hospitality sector is defined by the level of customer service they provide, and when it comes to customer service - all the stakeholders play a vital role in delivering the same. Especially for a hotel aggregator like Oyo, a constant flow of information is extremely important. My role was to deal with hotel owners on the behalf of Oyo. Doing SIP at OYO, one of the most successful start-ups in India, which has its presence in 5 countries was a lifetime opportunity for me.

In the span of two months, I worked towards "Streamlining Stakeholders' Communication" and supported it with data analysis. This gave me an opportunity to reduce the burden for existing Area General manager & Business Development Managers as well. During the SIP, what the professors had taught me in the last one year proved to be a literal saviour, and NPS, Correlation and other MS Office skills were used extensively during the full period of two months.

**“A Lifetime opportunity.”**

All the problems are not only just solved but they're data-driven so that the stakeholders can easily understand and trust our solution towards the problems, and also created various templates related to communication and excel templates for better financial understanding. I owe my wonderful SIP experience to OYO and its employees who provided an ample number of opportunities for me to learn and develop my skills.

Lastly, this SIP would have been incomplete without the support of my guide Mr Nishant Booral. His supervision and insights were extremely helpful and valuable. Thank you OYO for making this experience a memorable one.

- **Kintali Hari Prakash**