



**Job Title: Customer Engagement & Retention Intern**

**Department:** Growth & Audience Experience

**Reporting To:** Customer Engagement - Lead

**Location:** [Ahmedabad]

**Duration:** [6 Months' Probation]

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**About ABC Talkies**

ABC Talkies is India's first digital cinema marketplace, enabling independent filmmakers to showcase and monetize their work directly. We're on a mission to disrupt the OTT and indie film ecosystem.

**Duties and Responsibilities:**

**1. User Engagement Support:**

- Assist in planning and executing customer engagement initiatives to increase platform usage and viewer loyalty.
- Help manage interactive campaigns such as watch parties, polls, feedback surveys, and contests.

**2. Communication & Outreach:**

- Draft and send personalized emails, notifications, and in-app messages for engagement and retention campaigns.
- Coordinate communication for new releases, curated collections, or loyalty programs.

**3. Customer Experience Monitoring:**

- Track user feedback through emails, app reviews, and surveys.
- Identify recurring viewer issues or feature requests and escalate them to the relevant teams.

**4. Loyalty & Rewards Support:**

- Assist in managing loyalty initiatives, referral programs, or watch-and-earn campaigns.



- Track participation and generate weekly reports on campaign performance.

#### **5. User Behaviour Analytics:**

- Analyze user data such as viewing patterns, churn points, and repeat visits.
- Help create segmented user profiles to tailor engagement strategies.

#### **6. Content Feedback Collection:**

- Organize polls and short surveys for user opinions on films, genres, and overall platform experience.
- Collate and present insights to the content and product teams for action.

#### **7. Retention Campaign Coordination:**

- Support re-engagement campaigns for inactive users through targeted messaging and special offers.
- Collaborate with the marketing and data teams to align retention strategies with broader goals.

#### **8. Community Building:**

- Monitor and participate in online discussions, social media groups, or viewer forums.
- Foster positive interaction with users by responding to queries or guiding them toward platform features.

#### **9. Customer Support Assistance:**

- Help handle basic customer support tickets related to account login, playback issues, or subscription questions.
- Ensure timely and courteous responses in coordination with the support team.

#### **10. Documentation & Reporting:**



- Maintain records of engagement activities, campaign outcomes, and user testimonials.
- Prepare intern reports and presentations for weekly team meetings.

**Skills and Qualifications:**

- A Media school grad internship program.
- 6 Months' probation with intense field work.
- Customer servicing mindset.
- Customer segmentation understanding.
- Good negotiation and communication skills.
- Build a career in the OTT eco system with ABC Talkies.
- Work at the intersection of tech, creativity, and cinema.
- Help shape the future of film distribution for indie creators.
- Grow with a dynamic team disrupting the digital entertainment space.

**Where to Apply:**

Please send your CV to [internship@abctalkies.com](mailto:internship@abctalkies.com)