

| CASE STUDY

How KYROS Helped Hawaiian Airlines Increase Member Engagement and Drive Incremental Value



CLIENT OVERVIEW

Hawaiian Airlines doesn't just fly you to your destination—it brings the islands to you from the moment your journey begins. With aloha at the heart of everything they do, the airline weaves Hawaiian culture, traditions, and flavors into every detail of the travel experience. Their **HawaiianMiles** loyalty program takes it even further, offering rewards beyond miles—meaningful perks and exclusive benefits that show their commitment to building genuine connections.

CHALLENGE

Hawaiian Airlines realized it was time to revisit its points expiration policy that required members to earn or redeem miles within 18 months to keep them active.

Although the policy made it easier to manage financial risk, it didn't align with customer expectations and created a point of friction. The need to change the expiration became clear—but getting there required a thoughtful strategy and the right partner to handle the complexities.

Specifically, they needed help with:



Advanced modeling and forecasting to assess how changes to the points expiration policy would affect the program's profitability and financial statements.



Presenting data-backed insights to the finance and accounting teams that justified the business case for the adjustments.



Leveraging historical data to accurately predict member behavior, assess financial implications, and create an evidence-based roadmap for implementing policy changes aligned with business objectives and member expectations.



Execution of policy changes, including system updates and member communication strategies, to ensure a positive experience for internal and external stakeholders.

WHY HAWAIIAN AIRLINES CHOSE KYROS

KYROS came highly recommended, and it didn't take long to see why. After a few initial conversations, it was clear that KYROS was the right fit.

- **Tailored Support:** KYROS took the time to fully understand the unique challenges and goals of Hawaiian Airlines and created a customized plan.
- **Comprehensive Analytics:** KYROS had the advanced analytics and actuarial experience to dig into the data and pull out insights Hawaiian Airlines needed to make smart, informed decisions.
- **Seamless Collaboration:** KYROS didn't seem like a typical consulting firm; they operated as an extension of the team, which made the process and communication easier.

SOLUTION

KYROS partnered with Hawaiian Airlines to tackle their challenges head-on, using a phased approach:

The following results highlight the impact of KYROS's support:

- **Policy Analysis and Impact Forecasting:** KYROS analyzed Hawaiian Airlines' historical data to model how changing the point expiration policy would impact finance, including the program liability, P&L forecast and customer lifetime value.
- **Stakeholder Alignment:** KYROS worked closely with the finance and accounting teams to evaluate the short and long-term value of the change.
- **Execution and Communication Support:** Once the leadership team signed off on the change, KYROS helped the team roll it out to internal and external stakeholders.

RESULTS

Hawaiian Airlines and KYROS worked together to deliver tangible outcomes that reshaped the loyalty program:

- **Policy Success:** Hawaiian Airlines successfully rolled out a no-expiration policy for loyalty points.
- **Increased Member Engagement:** The policy change strengthened the program's reputation and increased active membership and engagement.
- **Incremental Value:** KYROS didn't stop at the policy overhaul. KYROS used machine learning to help Hawaiian Airlines with a targeted win-back campaign. The campaign combined strategic A/B testing and refined messaging to re-engage disengaged segments. The campaign resulted in a dramatic increase in reactivations, higher redemption rates, and an immediate boost in revenue.

“ KYROS stood out as a partner who truly listened to our needs and provided invaluable expertise. Their collaborative nature, deep analytics capabilities, and hands-on support made all the difference in ensuring our program's success. We not only achieved our goals but also uncovered new opportunities for growth. ”

– Danica Wong, Former Director of Hawaiian Airlines Loyalty Program

CONCLUSION

Hawaiian Airlines didn't just tweak its loyalty program—it set a new standard.

By eliminating points expiration, boosting member engagement, and driving real value with targeted strategies, the airline turned a challenge into a game-changing opportunity.

If you need help with complex policy changes, re-engaging customers, or finding new ways to grow your loyalty program, click [here](#) to book a consultation or email len@kyros.com.