



Client Stories

Hawaiian Airlines:

Delivering More
Personalized Customer
Experiences through
Analytics-Driven Insights



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Client Profile

Hawaii's largest and longest-serving airline, Hawaiian Airlines, has offered non-stop service to Hawaii from the U.S. mainland and international destinations for decades.

Highly decorated and recognized within the travel industry, quality service and exceptional customer care have earned Hawaiian Airlines many prestigious awards including Best US Airline by online search leader Kayak, and Best North American Airline by TripAdvisor.

Hawaiian Airlines has also been recognized for customer service excellence by Travel + Leisure and Newsweek, among others. And it's this customer-centric business model that has helped Hawaiian Airlines achieve long-term prestige in the airline industry – and successfully navigate the COVID-19 crisis.



A Strong Partnership Built on Technology and Trust

A Teleperformance client since 2013, Hawaiian Airlines believes in delivering agile and innovative customer support. Part of a dynamic service industry, customer care is core to their business model, and they have used their focus on customer insights to create distinct competitive differentiation.

In 2017 Hawaiian Airlines underwent a business assessment where they determined that greater visibility into customer preferences, needs, and pain points posed an opportunity for further differentiating their brand and the services they provide. As a result, they implemented TP Interact, Teleperformance's interaction analytics platform, and it drove even more value than they had expected. Since those early days, Hawaiian Airlines has applied analytics to numerous areas of their business to ensure real-time visibility into customer preferences and sentiments.



Using Analytics to Track and Improve Agent Performance

In the fall of 2018, Hawaiian Airlines noticed that customer service-driven sales for their credit card were low. To understand how often agents were offering the credit card to eligible customers, the Hawaiian Airlines team applied speech analytics.

Confirming eligibility was critical as agents are only allowed to introduce the offer to those who do not already have the card, and have not expressed dissatisfaction or requested an escalation during the call. Ultimately, their analysis determined that

agents were only offering the credit card 4.5% of the time.

Through frequent reporting, targeted training, agent enablement, and effective customer eligibility scoring, Hawaiian Airlines was able to reimagine their inbound channels and significantly increase their offer and conversion rates. Ultimately, they exceeded 25% -- more than a 500% increase from where they started.

"Hawaiian Airlines was able to use Interaction Analytics to drive improvement and increase offer and conversion rates." -- Darren Ibara, Senior Manager, Contact Center Operations at Hawaiian Airlines

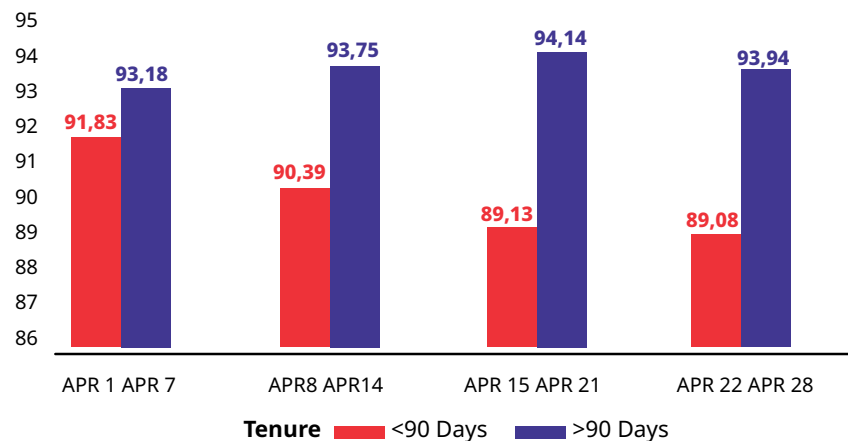
Hawaiian Airlines used speech analytics
to grow their credit card sales by
significantly increasing customer services
offers for eligible customers from 4.5%
to **over 25%** -- an improvement of
more than 500%!



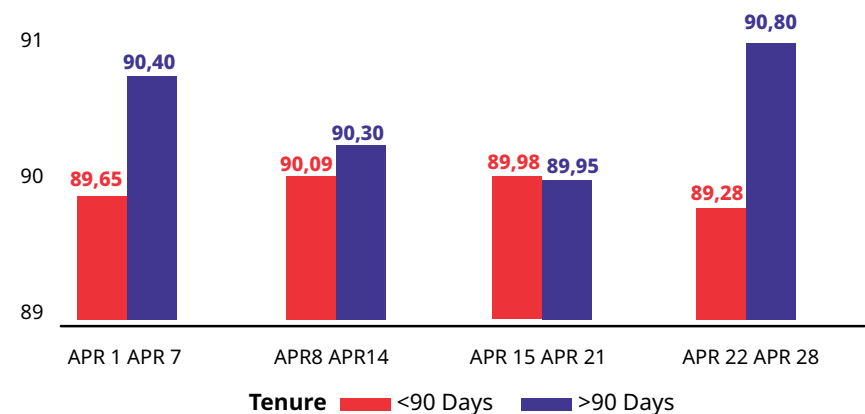
Using Analytics to Track and Improve Agent Performance

Advanced tools like speech and text analytics can provide critical insights beyond monitoring call trends and offer patterns. Hawaiian Airlines also applied the technology to help monitor and improve agent performance by scoring specific traits.

Communication Skills



Courtesy and Professionalism



Using Interaction Analytics to Understand and Address Customer Pain Points

Staying close to customer needs, perceptions, and pain points is essential for delivering positive experiences and increasing loyalty. This is especially true for maintaining customer satisfaction with top segments like Hawaiian Airlines Elite flyers. Because those with Elite status represent a large percentage of their recurring business and revenue, the airline wanted to understand where they could improve the overall experience for these high-priority clients. As a result, Hawaiian Airlines analyzed the most common reasons behind the support requests they were receiving.

Hawaiian Airlines was able to substantially improve passenger satisfaction around:



Airline fees



Seat assignments



Refund policy



Upgrade policy and restrictions



Platinum upgrades

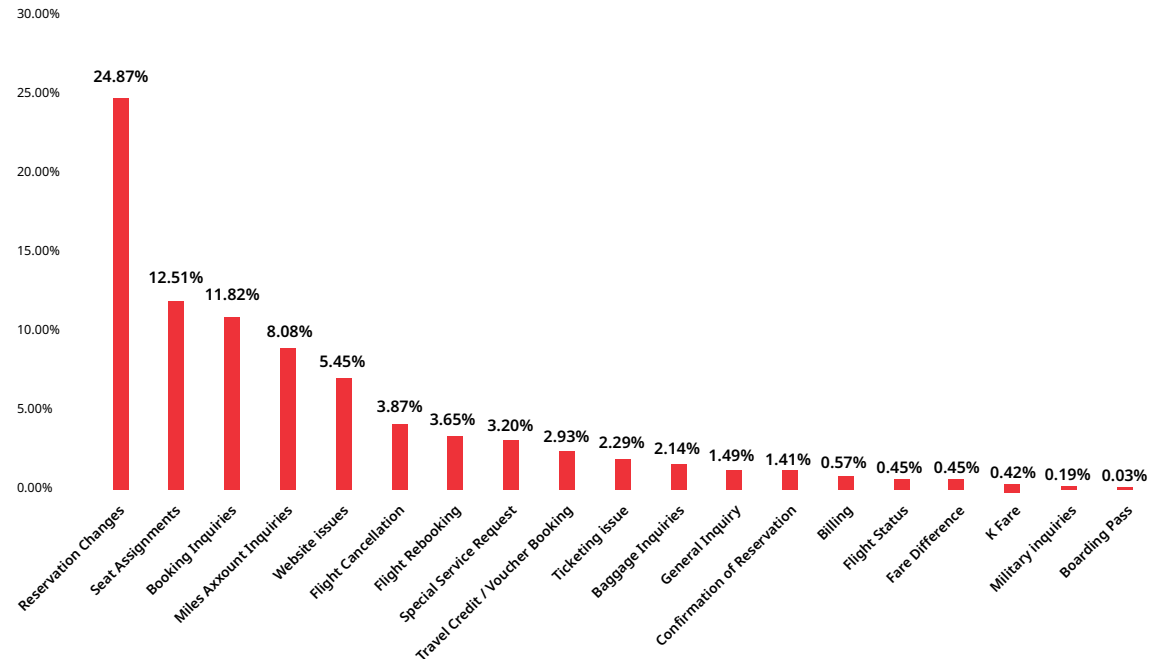


Elite membership qualifications

Delivering More Human and Personalized Interactions When Customers Needed it Most

Like everyone, Hawaiian Airlines had to adapt to rapidly evolving customer needs when the COVID crisis hit in early 2020. Again, speech analytics played a significant role in their agile and customer-centric response to the pandemic.

By partnering with Teleperformance, Hawaiian Airlines was able to understand the needs of their customers by analyzing the reasons for their customer support calls. No surprise, reservation changes, re-bookings and cancellations were top concerns.

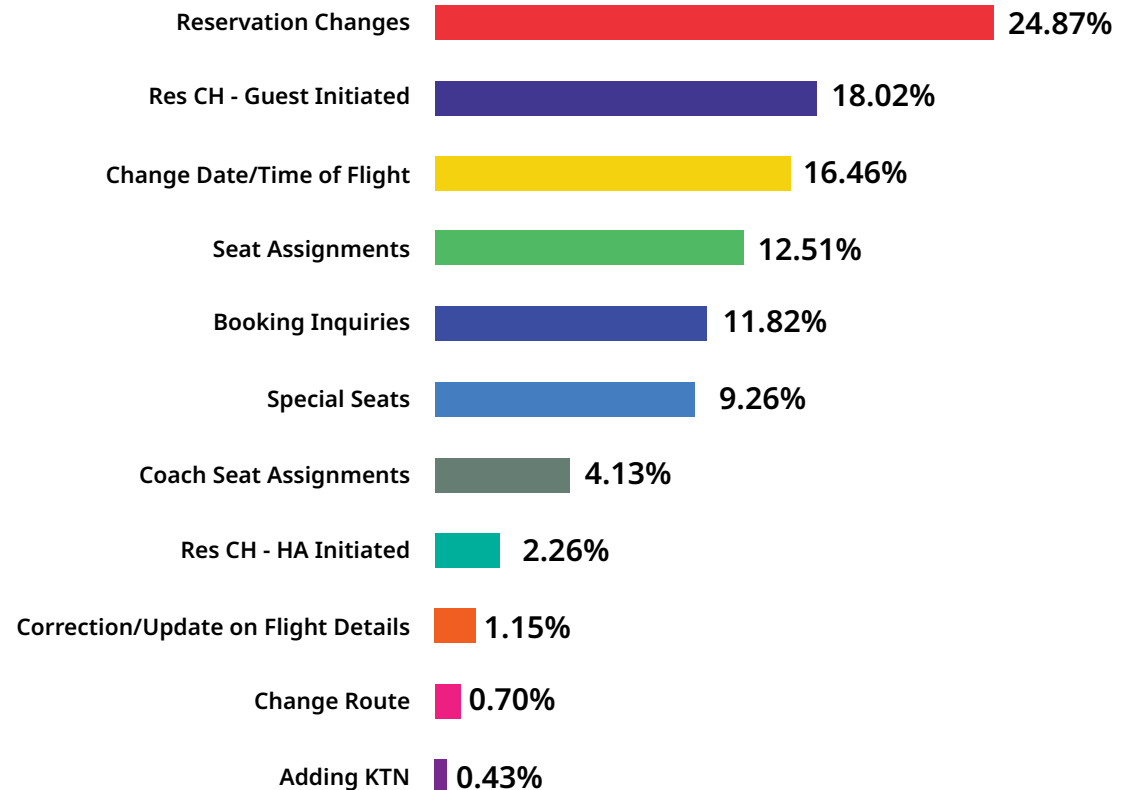


TP Interact is a speech and text analytics platform that analyzes customer interactions with your brand across all channels, including voice, chat, SMS, email, web, social media and surveys. TP Interact can also enhance this interaction data with data from other touchpoints throughout the customer journey like IVR and CRM. Teleperformance Data Analysis Experts then provide statistical and detailed reporting around customer experience behaviors, key trends, root causation, and data correlations. TP Interact provides actionable insights in near-real-time to help companies better anticipate customer needs, enable more informed decision-making, and improve overall business performance and results.

TP interact

To understand their customer needs at a more granular level, they investigated further by executing a Root Cause Driver analysis that showed the specific types of reservation changes customers were requesting.

To further support and enable their customers at such a confusing and difficult time, Hawaiian Airlines used data and verbatims from actual calls to prioritize the content on their website. As a result, customers were easily able to find the COVID-specific updates, information, and guidance they needed right on the airline's home page.



Prepared to Weather This Disruption and the Next, With a Focus on Customer Needs

While COVID-19 has certainly provided its own unique challenges, the airline industry is not new to emergency response protocols. Prone to weather-related disruptions, among others, those in the travel sector have learned the critical importance of delivering agile customer support when the unexpected occurs.

However, few deliver more customer-centric and effective customer care than award-winning Hawaiian Airlines. Since 2018, they've seen the impact of TP Interact first-hand, and continue to apply these critical customer insights every day – to deliver world-class support that helps differentiate them from the competition, and keep their customers saying “Mahalo!”





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