



IMPACT STORY



The Context

Now in its 90th year of continuous service, Hawaiian Airlines is Hawaii's largest and longest-serving airline, leading all U.S. carriers in on-time performance for each of the past 15 years (2004-2018). Hawaiian offers nonstop service to Hawaii from more U.S. gateway cities than any other airline and strives to create the Aloha spirit for each of its passengers before they reach their destination.

The Opportunity

Hawaiian wanted faster access to a vast range of customer and contextual data that could help them understand and connect important factors and drive better business decisions. After partnering with InMoment, the airline implemented a robust, omnichannel customer listening program in five languages and multiple cultures, and across various touchpoints, including: reservation/call center, booking

confirmation, Consumer Affairs Office, airport experience, inflight, and post trip.

The Impact

This comprehensive program ensures the entire customer journey is monitored and understood—from reservation booking to returning home—in addition to eliciting feedback using both structured and open-ended questions, which are made richer with InMoment's AI-powered conversation engine. As a result, Hawaiian Airlines understands how and to what degree each individual variable like seat location, aircraft type, departure time, delays, food, flight crew, stops, travel history, and other variables, impact the experience.

Through this program, Hawaiian has been able to improve operations, refine its marketing strategy, and demonstrate how critical customer experience is to the brand's continued success.

What's Next

Hawaiian Air is now working with InMoment's data science team to perform advanced text analytics to obtain incredibly targeted and actionable information that will aid overall customer understanding, including the role of emotion within the customer experience.

SUMMARY

- **Omnichannel customer listening program in five languages**
- **Full, contextual understanding of entire CX ecosystem**
- **Ability to prioritize, drive most effective actions at every level of the business**
- **Top industry and consumer awards recognition**