



CASE STUDY

# How Hawaiian Airlines is both human and helpful on social



“

We turn to Khoros  
to prove the value of  
our work on social.

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Asiana Ponciano

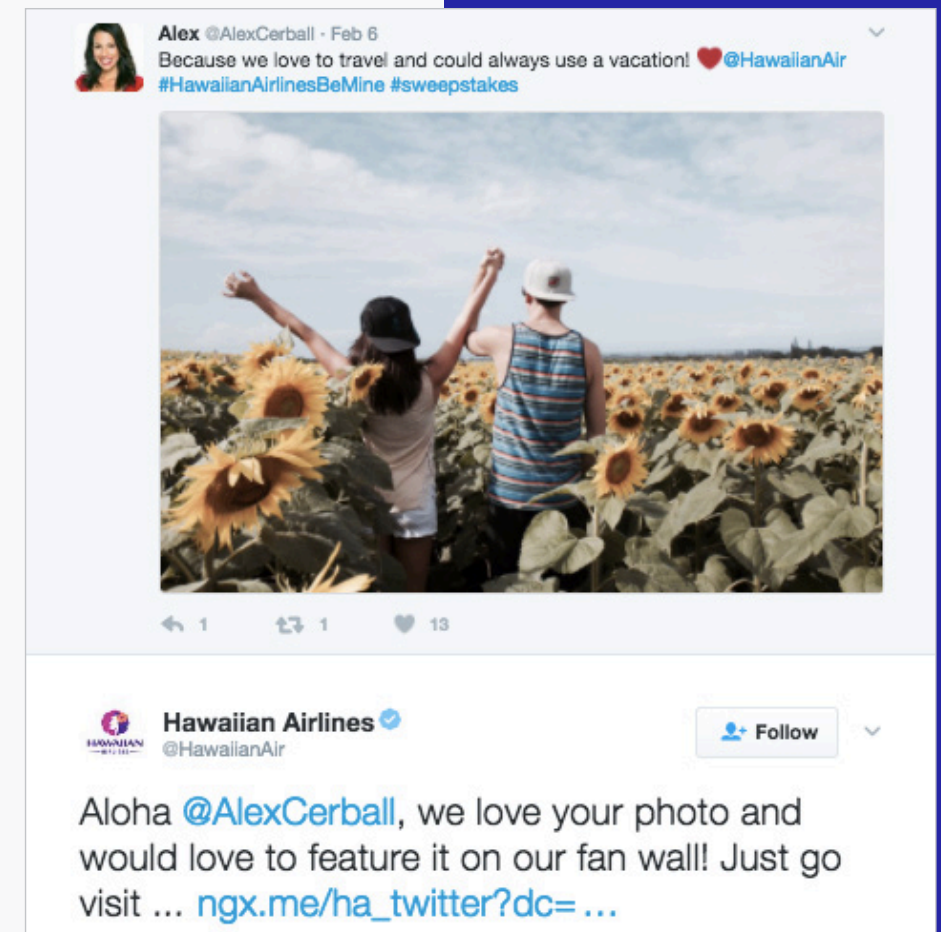
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Consumer Affairs Manager,  
Hawaiian Airlines

# Executive summary

Hawaiian Airlines isn't just an airline, but an airline that represents the state of Hawaii itself. The customers are different as well: they tend to visit Hawaii for celebratory occasions, like weddings, honeymoons, special anniversaries, and multi-generational family gatherings, making the emotional stakes of travel even higher than normal for air travel. Therefore, the Hawaiian sense of "Aloha" must permeate every interaction to ensure that the high emotional stakes of the guests' travel experience is served by a uniquely Hawaiian sense of hospitality.

The social media team at headquarters coordinates globally with team members who manage channels in Japan, China, and Korea—in different languages and with a decidedly anti one-size-fits-all approach. The internal consistency Khoros provides allows the entire social team to work faster and smarter to address customer needs. The social team in particular, and Hawaiian Airlines in general, makes every customer feel special, despite the volume they manage. That's the spirit of Aloha.



By swapping hard-coded data in spreadsheets for Khoros' dashboards, Hawaiian Airlines increased their social teams' efficiency and responsiveness alike. Ultimately, Hawaiian Airlines is now more aware of what their customers are talking about and how far along each issue is in the resolution cycle, which makes each customer engagement more relevant and impactful. Rather than starting anew with each customer issue, Hawaiian Airlines is able to view the history of all customer conversations, making it possible to pinpoint previous engagements and pick the conversation up where it left off. Also, by having access to Khoros Care analytics, they're able to measure and report on how successfully they've tracked against their KPIs—to grow their audience and keep them engaged—in a seamless, easy-to-access way.



**Want to learn more?** Visit us at [Khoros.com](https://khoros.com) or email us at [questions@khoros.com](mailto:questions@khoros.com)



# How they made it work

## Onboarded

international partners quickly with Khoros, so the social team at headquarters could consolidate and coordinate brand voice and day-to-day social media content management

## Utilized

custom dashboards to track audience engagement all in one place

## Efficiently

responded to customers as a team using Khoros to improve responsiveness and inquiry resolution time

## Served

a global audience with distinct channels and relevant, targeted content

## Used

Khoros to monitor competitors and relevant hashtags, like #Hawaii, to provide internal teams with useful insights

## Provided

useful insights and reports about relevant social mentions to the PR and Consumer Affairs Offices to inform their efforts and increase their efficiency

# Results

+27%

audience growth  
since investing  
in Khoros

60%

decrease in initial  
response time

↑45%

of requests  
responded to since  
onboarding Khoros



We identify different personas for [different] markets. For example, in Japan our guests really love Hawaiian culture—the Hawaiian music, hula, and food. So we serve them that type of content. But, in the western U.S., because we are such an easy hop for a weekend trip, we tend to speak more about upcoming concerts, festival, and events that make for a great, very special weekend away.

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