

## | CASE STUDY

# How KYROS Improved The Accuracy and Efficiency of Vivid Seats' Loyalty Program Liability Management Process



## CHALLENGES BEFORE KYROS

Vivid Seats is a leading online ticket marketplace that connects fans with their favorite live events. As part of their commitment to enhancing the customer experience, Vivid Seats introduced a loyalty program to reward frequent customers. However, managing the liabilities associated with such a program became increasingly complex, leading them to seek expert assistance from KYROS, an industry leader in loyalty program liability management.

As the loyalty program grew in complexity, Vivid Seats encountered several key challenges that required expert intervention:



**Liability Estimation:** Initially, Vivid Seats relied on manual processes in Excel to estimate liabilities. However, as the program expanded, it became increasingly difficult to manage the large swings in liability driven by small changes in customer behavior. These fluctuations led to financial planning disruptions and concerns during audits.



**Lack of In-House Expertise:** Without a dedicated modeling expert, Vivid Seats found it difficult to predict customer behavior accurately and lacked the knowledge to build reliable, long-term models in-house.



**Data Complexity:** The vast amount of data generated by the loyalty program created issues with data segmentation and accurate liability reporting, which made it hard to identify trends and implement strategic program adjustments.



**Manual Reporting and Dashboards:** The team also struggled with quickly and accurately generating reports and dashboards to track key metrics such as program utilization and cost, further slowing down decision-making.



## THE SOLUTION

To address these challenges, Vivid Seats' external auditors recommended KYROS based on their extensive experience working with other clients in similar industries. KYROS is known for its deep expertise in loyalty program liability management and actuarial services.

The partnership focused on solving Vivid Seats' key challenges:

### 1. Advanced Data Modeling

KYROS quickly analyzed Vivid Seats' historical data, building sophisticated models that accurately reflected customer behavior and predicted liability. The model segmented loyalty program participants into relevant groups, allowing for more precise and reliable liability predictions.

### 2. Customized Dashboards and Reporting

Prior to working with KYROS, Vivid Seats struggled to produce reports quickly and accurately. KYROS quickly provided Vivid Seats with customized dashboards that allowed for real-time tracking of loyalty program performance. Additionally, KYROS delivered monthly reports that were customized to meet the specific needs of Vivid Seats' accounting and finance teams, offering deeper insights into the program's cost, usage, and overall efficiency.

### 3. Seamless Collaboration and Strategic Insights

KYROS worked closely with Vivid Seats' internal teams, offering ongoing support and guidance. Their expertise went beyond liability management, helping Vivid Seats make data-driven decisions to optimize their loyalty program. KYROS's ability to provide strategic insights into program adjustments helped Vivid Seats realize cost savings and improve customer satisfaction.

“KYROS has been fantastic with data. They quickly understood our program, built complex models, and segmented our users in ways we couldn't on our own.”

-Ted Pickus, Chief Accounting Officer at Vivid Seats.

## THE RESULTS



### Improved Liability Estimation and Predictability

KYROS's data-driven models provided Vivid Seats with a new level of accuracy and predictability. Previously unpredictable swings in liabilities were stabilized, giving the accounting team peace of mind and making financial planning much smoother.

“KYROS helped us make sense of customer behavior and provided models that stabilized our liability estimates. We've seen a huge improvement in the consistency of our reporting.”

-Ted Pickus, Chief Accounting Officer at Vivid Seats



### Smoother Audits and Financial Processes

With KYROS's reliable data models and expertise, Vivid Seats experienced a streamlined audit process. KYROS's reputation in the industry, along with the tailored solutions they offered, ensured that both internal teams and external auditors were confident in the liability estimates. This allowed the accounting team to focus on higher-level tasks rather than managing day-to-day liabilities.



### Optimized Loyalty Program and Strategic Adjustments

KYROS's insights went beyond managing liabilities, providing Vivid Seats with recommendations to optimize their loyalty program. By identifying patterns in customer behavior and offering targeted suggestions, KYROS helped Vivid Seats enhance program efficiency and improve customer satisfaction, all while reducing costs.

## KEY OUTCOMES

- **Enhanced financial accuracy** with stabilized liability estimates and smoother audits.
- **Efficient collaboration** between accounting, finance, and marketing teams thanks to KYROS's customized reports and insights.
- **Optimized loyalty program** with data-driven decisions that resulted in cost savings and improved customer satisfaction.

## CONCLUSION

Vivid Seats' decision to partner with KYROS resulted in substantial improvements to both the financial and operational aspects of their loyalty program. By stabilizing liability estimates, streamlining reporting, and providing actionable insights, KYROS empowered Vivid Seats to make better decisions and ensure the long-term success of their loyalty program.

## READY TO ENHANCE THE EFFICIENCY OF YOUR LOYALTY PROGRAM?

[Contact us](#) today to schedule a consultation and discover how we can help you achieve reliable results, just like Vivid Seats.