

## | CASE STUDY

# How KYROS Helped Wyndham Optimize Their Loyalty Program and Drive Business Growth



### CLIENT OVERVIEW

Wyndham Hotels & Resorts is a global hospitality leader, operating over 9,100 hotels across 95 countries. With a diverse portfolio of 25 trusted brands, Wyndham serves millions of guests worldwide through their loyalty program, Wyndham Rewards.

### CHALLENGES BEFORE KYROS

Before partnering with KYROS, Wyndham Hotels & Resorts worked with another firm. While the previous partner provided some support, Wyndham had a few challenges they wanted to address:



**Real-Time Data:** The previous partner only engaged with them a few times a year, so they didn't have real-time insights about the program, which impacted their ability to make prompt, data-informed decisions.



**Enhanced Analytical Tools:** The finance team needed more advanced analytical tools to get meaningful insights into member behavior so they could spot trends and understand the financial implications of their loyalty program on a day-to-day basis.



**Need for Specialized Expertise:** As a lean finance organization, Wyndham sought an external partner with deep actuarial expertise to help them navigate the complexities of their loyalty program. They needed a firm that could not only handle the technical aspects of liability management but also provide strategic guidance to enhance the program's overall effectiveness and profitability.



## WHY WYNDHAM SWITCHED TO KYROS

After evaluating several potential partners, Wyndham chose KYROS because of their deep focus on loyalty programs and personalized, hands-on approach. KYROS demonstrated a unique understanding of the complexities of loyalty programs and provided advanced tools that allowed Wyndham to gain insights they hadn't been able to access previously.

KYROS's ability to offer real-time feedback and data-driven reports was key to Wyndham's decision to switch. Their tools were customizable and user-friendly, enabling Wyndham to cut and filter data in ways that gave them greater control and flexibility in managing their loyalty program.

Additionally, KYROS' relationship-driven approach set them apart, with team members frequently engaging with Wyndham to offer strategic insights and solutions tailored to their specific needs.

## IMPLEMENTATION: KYROS' APPROACH

KYROS introduced a suite of tools and dashboards designed to make financial reporting more efficient and accurate. These tools provided timely insights into member activities, allowing Wyndham's team to identify patterns and trends in loyalty program usage. The ability to filter data based on various time periods and member groups empowered Wyndham to make more informed decisions aligned with their financial strategy.

KYROS also provided direct support to Wyndham's team. By working closely with the finance department and other business units, KYROS ensured that the data and insights were understood and acted upon to drive improvements across the company. This hands-on approach built trust and made KYROS a true business partner.

## RESULTS

### 1. Enhanced Decision-Making and Flexibility

Wyndham can make faster, data-driven decisions using the data and dashboards KYROS provides. They no longer rely on delayed information and can proactively manage their loyalty program based on member behaviors and trends.

### 2. Improved Strategic Planning and Program Evolution

The tools KYROS provided enabled Wyndham to improve long-term planning significantly. By identifying trends early, they have evolved their loyalty program and unlocked new opportunities for revenue generation and member engagement. KYROS also brought fresh perspectives, helping Wyndham focus on critical KPIs and strategic goals they hadn't previously considered.

“KYROS has introduced tremendous value with the dashboards and monthly reporting they provide. We've been able to gather great insights into our members' redemption and earning activities.”

– Ryan Korp, VP of Corporate Finance

“Having this constant communication and access to real-time information allows us to be ahead of the game in planning, not just for the loyalty program but for the business as a whole.”

– Ryan Korp, VP of Corporate Finance

### 3. Supporting Other Business Units

KYROS' tools and insights have benefited the finance team and supported other business units within Wyndham, such as marketing and operations. These teams have developed more targeted member engagement strategies by leveraging the detailed data provided by KYROS, leading to better overall performance across the company.

### 4. Seamless Auditing and Compliance

KYROS' expertise and willingness to engage directly with Wyndham's auditors have made the auditing process more efficient and easier for Wyndham. The smooth process has saved time and effort for Wyndham's internal teams and improved overall transparency in financial reporting.

## 5. Strengthened Partnership and Collaboration

KYROS has proven to be more than just a service provider. Their commitment to regular engagement and offering strategic insights has made them an essential business partner for Wyndham, driving collaboration across the entire organization.

“ KYROS is much more engaged... They're always available to answer ad hoc questions and feel more like a true partner. They provide perspectives we may not have considered before. ”

– Ryan Korp, VP of Corporate Finance

## 6. Streamlined Processes

The new tools and processes introduced by KYROS have sped up financial reporting and freed up time for Wyndham's finance team to focus on more value-added activities.

## CONCLUSION

Wyndham Hotels & Resorts' decision to switch to KYROS has transformed their loyalty program liability management. With KYROS, they've gained access to real-time data and strategic insights, and they have a dedicated partner who has helped them evolve their program and support other business units. KYROS has played an essential role in assisting Wyndham in unlocking the full potential of their loyalty program, enabling them to make informed decisions, plan for the future, and drive additional revenue growth.

### ARE YOU LOOKING TO TRANSFORM YOUR LOYALTY PROGRAM LIKE WYNDHAM HOTELS & RESORTS?

Click [here](#) to set up a complimentary consultation and see how our loyalty program expertise can help your business grow.