KYROS | expedia group

How KYROS Helped Expedia Group Drive Smarter, Faster Decisions

CLIENT OVERVIEW

Expedia Group is one of the world's largest travel companies, offering services through well-known brands like Expedia, Hotels.com, and Vrbo. Expedia Group's innovative loyalty programs rewards millions of travelers with points, perks, and personalized benefits, creating a seamless and rewarding journey for its customers across the globe.

GOALS & OBJECTIVES

Expedia Group's loyalty programs play a critical role in driving customer engagement and long-term growth. To keep these programs valuable for members and profitable for the business, they sought a partner with deep expertise in loyalty programs, data analytics, and actuarial modeling.

Their goals and objectives included:

Simplify models to improve transparency. Expedia Group wanted actuarial models that internal teams could quickly interpret – with clear assumptions and data flows – so they could confidently apply insights to financial planning and broader strategic decisions.

Accelerate delivery to match Expedia Group's pace. To stay ahead in a fast-moving industry, Expedia Group needed a partner who could work fast and turn around insights and analysis at the speed decisions needed to be made.

Expand internal capacity with trusted expertise. Expedia Group needed a partner who could assist with complex data projects and function as a seamless extension of their team— bringing both technical skills and a deep understanding of their long-term strategic goals.

Gain guidance rooted in industry best practices. Expedia Group needed a partner that could do more than just run numbers. They were looking for someone who could uncover the story behind the data, offer forward-thinking recommendations, and share best practices from other successful loyalty programs.

Identify opportunities to evolve the program and unlock new revenue streams. Expedia Group also wanted a partner who could help them see what's next – from recommending changes to uncovering incremental revenue opportunities and enhancing overall program performance.

That's where **KYROS** came in.

SOLUTION

KYROS provided Expedia Group with a comprehensive, proactive approach that addressed their challenges and delivered impactful results:

1. **Dedicated Team Support:** KYROS acted as an extension of Expedia Group's team, providing the expertise and bandwidth to handle complex data projects efficiently, which freed the internal team to focus on critical priorities.

2. **Quick Turnaround and Streamlined Processes:** Implemented streamlined workflows to ensure data projects were completed on time, reducing delays and enabling faster decision-making.

3. **Advanced Analytics and Predictive Tools:** Delivered actionable insights through advanced analytics and predictive tools that optimized promotions, enhanced programs effectiveness, and supported data-driven decisions.

4. **Transparent Financial Models:** Designed easy-to-understand financial models tailored to Expedia Group's needs, enabling internal teams to identify gaps and improve processes with confidence.

5. **Collaborative and Proactive Approach:** Fostered strong communication and provided proactive recommendations based on best practices from other loyalty programs to align with strategic goals.

6. **Revamped Reporting and Dashboards:** Reorganized quarterly decks, supported audit reviews, and developed dashboards to track critical metrics, including URR for targeted CRM campaigns.

7. **Consistent Monthly Deliverables:** Ensured timely and reliable support with recurring monthly reports, including:

   - URR and FVPP estimates for Accounting.
   - Forecast updates for Finance.
   - Hedging reports for Treasury.
   - Monthly liability and FP&A emergence calls.

By working with multiple teams at Expedia Group, KYROS improved efficiency, collaboration, and decision-making at every level.

> " I think the biggest part I've been impressed by is that KYROS don't just view their responsibility as financial management. It's thinking about loyalty as an all-encompassing piece and the CLV side of it, thinking about the lifetime value of customers and the way you've looked into segmenting customers trying to really get us to that granular level of something we can use for the future to grow loyalty. "
>
> – Samuel Barkshire, Senior Financial Analyst - Loyalty at Expedia Group

RESULTS

The collaboration between KYROS and Expedia Group led to measurable and impactful outcomes across several key areas:

- **Increased Transparency:** KYROS provided clear, user-friendly financial models that simplified integration and enhanced decision-making. By identifying process gaps, Expedia Group was able to optimize internal workflows and address inefficiencies.

- **Enhanced Data Utilization:** With quick project turnarounds and in-depth analysis, Expedia Group was able to leverage customer data more effectively. These insights drove more successful marketing campaigns and improved operational efficiency.

- **Predictive Insights:** The analytics tools introduced by KYROS enabled Expedia Group to better understand customer behavior, plan promotions more effectively, and optimize their programs for improved outcomes.

- **Operational Efficiency:** By outsourcing data projects to KYROS, Expedia Group's internal teams were freed up to focus on long-term initiatives and strategic priorities, enhancing overall productivity.

- **Improved Resource Management:** KYROS' support allowed Expedia Group to overcome resource constraints and execute projects that were previously unattainable due to limited capacity.

As a result, Expedia Group made faster, more informed decisions and strengthened its ability to execute customer-focused initiatives.

> " The predictive insights provided by KYROS have been instrumental in planning our promotions and understanding customer behavior. Their expertise has added tremendous value to our marketing efforts "
>
> – Casey Hutchinson, Senior Manager, Revenue Accounting at Expedia Group

CONCLUSION

Having the correct customer data is essential, but its value comes from how it's used. KYROS helped Expedia Group turn accurate, transparent data into actionable insights. By simplifying processes, improving teamwork, and delivering timely solutions, KYROS enabled Expedia Group to get the most out of its loyalty programs, make more informed decisions, and drive real business results.

When you combine the right data with the right expertise, you don't just keep up—you stay ahead.

Ready to transform how you use your data?

Schedule a consultation today and see how KYROS can help your team make smarter, faster decisions that drive growth and success.