

SSI and Hawaiian Airlines Launch New Rewards Program

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SSI and Hawaiian Airlines announced a new rewards program today called Opinions Take Flight. The program offers HawaiianMiles members the opportunity to earn award miles by participating in surveys and sharing their opinions.

Currently in its 88th year of continuous service, Hawaiian Airlines is Hawaii's biggest and longest-in-service airline, as well as the largest provider of passenger air service from its primary visitor markets on the U.S. mainland. HawaiianMiles members who enroll in the free Opinions Take Flight program (<http://www.opinionstakeflight.com>) will grow SSI's B2B U.S. sample membership and provide SSI clients more access to consumer and business travelers' opinions.

As the program rolls out to other countries, SSI is expecting additional signups from HawaiianMiles members living and working in Japan, South Korea, China, Australia and New Zealand. SSI is the premier data audience company with over two million B2B sample members globally.

HawaiianMiles members who newly enroll in the Opinions Take Flight panel will receive 350 award miles after completing their first survey. Award miles will be directly deposited into member accounts and can be redeemed for air travel, car rentals, hotel stays and shopping.

"We are extremely excited for our HawaiianMiles members to experience the Opinions Take Flight program with SSI," said Char Oshiro, senior director for HawaiianMiles, based in Honolulu. "In our continuing effort to offer new opportunities to earn miles toward travel-related services, this relationship with SSI will be a first for HawaiianMiles. We have great confidence in SSI and its team. They have built a fantastic reputation as the world's largest multi-mode sample provider to professionals around the globe seeking insights."

SSI's business-to-business (B2B) and business-to-consumer (B2C) audiences are part of the world's largest and most trusted proprietary sample, which means participants are carefully recruited, verified and managed according to SSI's high standards. SSI reaches and engages even the most challenging targets from more than 90 countries. Sixty-two percent of SSI research projects are multi-cultural.

"SSI is a company deeply rooted in creating data solutions and technology for consumer and business-to-business survey research. We've held a leadership position in providing audience for insights and created the largest network of audience focused loyalty programs around the world," said Bob Fawson, SSI chief product officer. "SSI is dedicated to helping companies go from product discovery to product supremacy. By joining the Opinions Take Flight panel, HawaiianMiles members will experience a simple and easy way to earn miles to help global companies improve their products and services."