Main Cabin Basic Program

PMI 2020 Project of the Year
Program Goal

To deliver a suite of Branded Fare products and introduce Main Cabin Basic (MCB), a new option for guests who choose to forgo certain travel services in favor of our lowest fare with the same onboard experience.

- **Schedule**
  - Sales Launch: September 2019
  - Travel Starts: October 2019

- **Market**: North America (mainland)

- **Key Deliverables**
  - Branded Fares Foundational Capabilities
  - Agent Software
  - Agent Training & Outreach
  - Rich Content & Branding of Fares
  - MCB Distribution Contract
  - HA Web UI/UX Redesign for MCB
  - MCB Reporting & Analytics
  - Boarding Pass Redesign
  - Pre-seating System
  - New Boarding Zone System
Challenges

The team overcame many challenges by working together and escalating when needed.

Schedule-driven nature of program
- Some IT solutions delivered to legacy systems
- Non-critical scope deferred to post-launch
- Team sustained a high operational tempo

Testing was consistently challenging
- Test environments limited or non-existent
- 80+ testers coordinated with across the globe
- Extensive workshops and meetings with vendors to understand their systems

Scope expanded through execution
- New boarding zone process, system-wide
- Boarding pass changes for First/Business class
- Enhancements to prioritize automated seat assignments for elite guests
Our Accomplishments

Main Cabin Basic was delivered with the full force of Hawaiian’s leadership and ~140 experts working together as “One ‘Ohana”

All major deliverables completed on-time, under budget

- Program was a commercial success that put our guests first
- Second-order effects considered; centralized pre-seating process established to offset impact of more guests without seat assignments
- Change management was a major focus; team implemented a new boarding zone system to minimize disruption to operations

Hawaiian’s brand remained intact

- Feedback loops ensured the front line and guests were supported
- Robust testing and QA travel conducted for a positive guest experience
- Detailed deployment plans allowed for rapid issue resolution

Main Cabin Basic set a new standard at Hawaiian

- More than 80% of the 250+ lessons learned applied along the way
- Performance and benefits were tracked for data-driven decision-making
- Tiered governance process enabled timely executive decisions