



Hawaiian Airlines Improves Internal Communications with GlobalMeet Webcast

Hawai'i leader in airline travel leverages webcast technology to enhance engagement with over 5,700 employees.

Hawaiian Airlines, in operation since 1929, is Hawai'i's largest and longest-serving airline, and the largest provider of passenger air service from its primary visitor markets on the U.S. Mainland. The award-winning destination carrier offers non-stop service to Hawai'i from more U.S. gateway cities than any other airline, along with service from Japan, South Korea, China, Australia, New Zealand, American Samoa and Tahiti. Hawaiian Airlines also provides approximately 160 jet flights daily between the Hawaiian Islands, with a total of more than 200 daily flights system-wide.

The company has over 5,700 employees dispersed throughout the state of Hawai'i, the U.S. Mainland and the international cities it serves. Because the majority of these employees work in airport and operational settings, it can be difficult to not only reach them with critical company updates in a timely manner, but also to create a transparent line of strategic communication from the company and its leadership.

Connecting Employees & Executives with GlobalMeet Webcast

Instead of relying solely on traditional internal communications methods such as newsletters and emails, Hawaiian Airlines has broadened its portfolio of vehicles by utilizing webcasting technology to help reach all employees, regardless of their

location or job description. Hawaiian Airlines partners with PGI to execute its corporate town halls.

GlobalMeet Webcast has become another method of internal communications for Hawaiian Airlines. On an almost monthly basis, Hawaiian Airlines uses GlobalMeet Webcast to produce live streaming town halls to reach its local, national and international employees.

Large-scale, Engaging Meetings:

Connecting and engaging with such a geographically diverse group of employees is always a challenge. But with GlobalMeet Webcast, the company tries to keep all employees connected from Hawai'i to across the globe. Each month, Hawaiian Airlines' Director of Internal and Corporate Communications, Kevin Imanaka, works with GlobalMeet Webcast's production services team to produce an hour-long webcast that covers a topic of high interest.

For those who cannot make these webcasts because of time zone differences or work obligations, Hawaiian Airlines utilizes GlobalMeet Webcast's on-demand recording feature to ensure the president's message is heard by every employee.

"Webcasts provide a critical way to get strategic messages

across to all employees. Without GlobalMeet Webcast, we'd be missing a key part of our communications strategy: positioning our executives directly in front of our 5,700 employees so they can learn about the company's direction and ask questions."

— Kevin Imanaka, Director of Internal and Corporate Communications

Improved User Experience:

GlobalMeet Webcast combines an easy-to-use interface and offers high-quality audio and video that work seamlessly on desktop applications, regardless of location. Kevin has seen a steady increase in the number of employees attending and has received positive feedback about the end-user experience.

"Interest in our webcast events and participation is on the rise since we began using GlobalMeet Webcast. We have seen our numbers and diversity of employees steadily increase – more employees tuned into our last webcast than ever before," said Kevin.

Better Employee Engagement:

With GlobalMeet Webcast, Hawaiian Airlines has been able to turn an average town hall meeting into an interactive event that is engaging for both the president and attendees. During Hawaiian Airlines' town halls, the president uses the Q&A feature to open a line of communication to the employees. PGI's production services team assists Hawaiian Airlines during the Q&A and chat sessions to ensure all employees' questions and feedback are heard.

For those who cannot attend, Hawaiian Airlines presents the opportunity to submit questions before the event starts. The president then addresses those questions live, so the responses are available on the on-demand recordings.

Hawaiian Airlines also utilizes the reporting capabilities of GlobalMeet Webcast to track the percentages of employees who have attended the event live, or watched the on-demand recording of the event. This key data helps Hawaiian Airlines see how many operational employees—who are generally working in the airports and may not have access to computers during the day to check communications—are consuming the new form of communications. According to Kevin, the company is beginning to see more engagement with the frontline employees, which is a major goal for the airline.

"The engagement features that GlobalMeet Webcast offer are very complementary to our strategic communications goals. Creating an open line of communication between our president and our employees and showing them how their work contributes to our overall success is really a key part of engaging our workforce," said Kevin.

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