

HomeFinder.com

Introduction

This case study of HomeFinder.com is based on an October 2016 survey of Tango Card customers by TechValidate, a 3rd-party research service.



“Engages customers to use our platform and share with their friends.”

“Boost our customer engagement and use of our program.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Tango Card:

- Fulfilled rewards in the following ways prior to using Tango Card:
 - Did not send rewards
- Faced the following reward fulfillment challenge before working with Tango Card:
 - Had a reward selection that did not fit their program

Use Case

The key features and functionalities of Tango Card that the surveyed company uses:

- Sends rewards to the following people:
 - Their customers / users
- Works with Tango Card in the following way:
 - Ordering through Rewards Genius Web Portal
- Uses the following rewards in their program:
 - Gift cards

Results

The surveyed company achieved the following results with Tango Card:

- Sends rewards to improve the following areas:
 - Consumer / customer engagement
- Benefited in the following ways as a result of working with Tango Card:
 - Improved Customer Service
 - Increased reward recipient happiness
 - Delivered rewards faster and on-time more
- Improved their rewards program in the following ways since implementing Tango Card:
 - Reduced the amount of time: 41-60%
 - Reduced the cost by: 21-40%
 - Increased their desired results by: 81-100%

Company Profile

Company:
HomeFinder.com

Company Size:
Small Business

Industry:
Real Estate

About Tango Card

Tango Card is the go-to partner for enterprise digital reward solutions. Tango Card combines easy to use technology, a unique e-gift card and donation catalog, and expert support to deliver reward solutions with impact. Rewards sent by Tango Card are used every day by businesses of all sizes to drive positive results in employee rewards programs, wellness programs, customer acquisition & loyalty programs, research incentives, and modern payment disbursements.

Learn More:

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