Medium Enterprise Consumer Services Company

Introduction

This case study of a medium enterprise consumer services company is based on an October 2021 survey of Tango Card customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

> "My company primarily uses Tango Card to distribute research incentives to participants. Tango Card allows participants to customize their incentives and is simpler than managing individual purchasing and distribution of gift cards."

Challenges

While working with Tango Card, they saw a **DECREASE** in the following areas:

- Time spent managing and fulfilling rewards
- Cost of managing and fulfilling rewards

Use Case

Partners with Tango Card to send rewards to impact:

- Research participation

Orders their rewards through Tango Card's Reward Genius dashboard.

Results

While working with Tango Card, they saw an **INCREASE** in the following areas:

- Improved customer service
- Happier reward recipients
- Reward delivery times

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Medium Enterprise

Industry:
Consumer Services

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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