

Large Enterprise Telecommunications Services Company

Introduction

This case study of a large enterprise telecommunications services company is based on an October 2016 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.



“Easier to send, easier to get support”

“The variety of the card offerings satisfies our extremely diverse participant base.”

Challenges

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

- Fulfilled rewards in the following way prior to using Tango Card:
 - Used another fulfillment partner to fulfill rewards
- Faced the following reward fulfillment challenges before working with Tango Card:
 - Spent a lot of time purchasing and fulfilling incentives
 - Struggled with tracking/handling lost rewards
 - Took too long for rewards to be delivered
 - Had a reward selection that was limited

Use Case

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

- Sends rewards to the following people:
 - Their customers/users
 - Research participants
- Works with Tango Card in the following ways:
 - Ordering through Rewards Genius Web Portal
 - Bulk ordering through Blast Rewards
- Uses the following rewards in their program:
 - Gift cards
 - Nonprofit donations
 - Cash cards – e.g paypal, visa, bitcoin

Results

The surveyed company achieved the following results with Tango Card:

- Sends rewards to improve the following area:
 - Compensation for research participation
- Benefited in the following ways as a result of working with Tango Card:
 - Delivered rewards faster and on-time more
 - Received better program support
 - Heads up, this survey is very leading and you’re likely to be collecting skewed results. Bring in the researchers next time!
- Improved their rewards program in the following ways since implementing Tango Card:
 - Reduced the amount of time: 41-60%
 - Reduced the cost by: 0-20%
 - Increased their desired results by: 61-80%

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:
Large Enterprise

Industry:
Telecommunications 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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