

# McGraw-Hill Education

## Introduction

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



“We have 1000’s of research participants and cutting checks is a waste of money and time.”

## 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:
  - Processed check/deposits/disbursements themselves
- Faced the following reward fulfillment challenges before working with Tango Card:
  - Spent a lot of time purchasing and fulfilling incentives
  - Dealt with high fees/costs associated with fulfilling rewards
  - Struggled with tracking/handling lost rewards
  - Took too long for rewards to be delivered
  - Lacked customer support for reward recipients

## Use Case

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

- Sends rewards to the following people:
  - Their employees
  - Their customers/users
  - Research participants
- Works with Tango Card in the following ways:
  - Bulk ordering through Blast Rewards
  - Ordering a file of reward codes
- Uses the following rewards in their program:
  - Gift cards
  - Nonprofit donations

## Results

The surveyed company achieved the following results with Tango Card:

- Sends rewards to improve the following areas:
  - Consumer/customer engagement
  - Payment disbursement
- Benefited in the following ways as a result of working with Tango Card:
  - Reduced the time to manage/fulfill rewards
  - Reduced the cost to manage/fulfill rewards
  - Increased more of their desired business (increase in engagement, loyalty, etc.)
  - 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: 61-80%
  - Reduced the cost by: 81-100%
  - Increased their desired results by: 81-100%

### Company Profile

Company:  
**McGraw-Hill Education**

Company Size:  
**Small Business**

Industry:  
**Media & Entertainment**

### 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:**

[Tango Card](#)