

Kibble & Prentice

Introduction

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



“Three reasons why gift cards are valuable to Kibble & Prentice 1) the immediacy of the recognition/reward when an employee does something worth celebrating; 2) we don’t have to keep an inventory of physical gift cards on hand, and 3) the supervisor can send the award to the employee without having to complete a form and route it through HR.”

“Our recognition/reward program is central to our employee engagement platform, and Tango Card took a cumbersome and time-consuming program and streamlined it. Rewards happen much more quickly now, and our supervisors are doing most of the work themselves so that the HR team isn’t impacted so heavily.”

Challenges

- Fulfilled rewards in the following ways prior to using Tango Card:
 - Purchased physical rewards and fulfilled themselves
 - Purchased digital rewards and fulfilled 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
 - Lacked customer support for reward recipients
 - Lacked program support from their reward provider
 - Had a reward selection that was limited

Use Case

- Sends rewards to the following people:
 - Their employees
- Works with Tango Card in the following way:
 - Ordering through Rewards Genius Web Portal
- Uses the following rewards in their program:
 - Gift cards
 - Nonprofit donations
 - Cash cards – e.g paypal, visa, bitcoin

Results

- Sends rewards to improve the following area:
 - Employee engagement
- 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
 - Improved Customer Service
 - Increased reward recipient happiness
 - Delivered rewards faster and on-time more
 - Received better program support
- Improved their rewards program in the following ways since implementing Tango Card:
 - Reduced the amount of time: 41-60%
 - Reduced the cost of: 0-20%
 - Increased their desired results related to: 0-20%

Company Profile

Company:
Kibble & Prentice

Company Size:
Medium Enterprise

Industry:
Insurance

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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