

## Career Hub

### Introduction

This case study of CareerHub is based on a November 2016 survey of Tango Card customers by TechValidate, a 3rd-party research service.



“We use Tango Card to reward and incentivize low-income job seekers to keep engaged in their program and keep in touch once they get a job. We also use gift cards to incentivize students to complete high school diplomas, GED and attend events that help with college and career readiness.”

“We appreciate that the API is fairly easy and problem-free.”

### 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:
  - Purchased physical rewards and fulfilled themselves
- Faced the following reward fulfillment challenge before working with Tango Card:
  - Took too long for rewards to be delivered

### Use Case

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

- Sends rewards to the following people:
  - Their customers’ customers
- Works with Tango Card in the following way:
  - Integrating into a platform they use
- Uses the following reward 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
  - Reward for participating in program and reward for providing required information
- Benefited in the following ways as a result of working with Tango Card:
  - Reduced the time to manage/fulfill rewards
  - Increased more of their desired business (increase in engagement, loyalty, etc.)
  - 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: 81-100%
  - Reduced the cost: 0-20%
  - Increased their desired results related to: 81-100%

#### Company Profile

Company:  
**CareerHub**

Company Size:  
**Small Business**

Industry:  
**Professional 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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