

# Lift Credit

## Introduction

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



“Gift Cards are instant gratification for our customers. They are perfect for helping our customers repeat their business.”

“Tango Card is a great solution to easily give your customers and employees rewards. They help employee engagement as well as customer engagement and repeat percentage.”

## Challenges

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

- Fulfilled rewards in the following ways prior to using Tango Card:
  - Did not send rewards

## 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
- Works with Tango Card in the following way:
  - Integrating with RaaS API
- Uses the following rewards in their program:
  - Gift cards
  - Cash cards – e.g paypal, visa, bitcoin

## Results

The surveyed company achieved the following results with Tango Card:

- Sends rewards to improve the following areas:
  - Employee engagement
  - Consumer/customer engagement
  - Customer loyalty
- Benefited in the following ways as a result of working with Tango Card:
  - Increased more of their desired business (increase in engagement, loyalty, etc.)
  - Improved Customer Service
  - Increased reward recipient happiness
- Improved their rewards program in the following ways since implementing Tango Card:
  - Reduced the amount of time: 0-20%
  - Reduced the cost of: 0-20%
  - Increased their desired results related to: 0-20%

### Company Profile

Company:  
**Lift Credit**

Company Size:  
**Small Business**

Industry:  
**Financial 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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