TANGO CARD CASE STUDY

Small Business Computer Services Company

Introduction

This case study of a small business computer 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.

> "Digital gift cards allow our company to instantly provide incentive to customers for their engagement. The flexible Tango Card ensures customers can find an incentive that is right for them — no matter where they are geographically located. It truly allows everyone to be happy with their reward. "

> "Tango Card provides superior customer support not only to the client, but also to the customers receiving Tango Cards. They have always been there to answer questions, solve problems, and proactively provide solutions. "

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:
  - 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
  - Struggled with tracking/handling lost rewards
  - Lacked customer support for reward recipients
  - 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
- Works with Tango Card in the following ways:
  - Integrating with RaaS API
- Uses the following rewards 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
- 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: 21-40%
  - reduced the cost of: 21-40%
  - increased their desired results related to: 21-40%

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:
Small Business

Industry:
Computer 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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Research by **TechValidate**
by SurveyMonkey