

Moneydart Global Services

Introduction

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



“Don’t have to waste time running to bank to buy physical cards. No money being sent postage nor employee time addressing envelopes. There are no fees, no expirations and can keep better track of cards being sent.”

“Tango Card gives the customers the ability to choose how they spend their gift cards. They are not limited to where they purchase their items like other digital cards they receive from our competitors. Also, I am given the flexibility to buy as little or as much as I need unlike the other digital gift cards available where I had a higher maximum to purchase.”

Challenges

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

- Faced the following reward fulfillment challenges before working with Tango Card:
 - Dealt with high fees/costs associated with fulfilling rewards
 - 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 employees
 - Their customers/users
- Works with Tango Card in the following way:
 - Bulk ordering through Blast Rewards
- 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
 - Customer loyalty
 - Referrals
 - Acquisitions/offers/rebates
- Benefited in the following ways as a result of working with Tango Card:
 - Increased more of their desired business (increase in engagement, loyalty, etc.)
 - Increased reward recipient happiness
- Improved their rewards program in the following ways since implementing Tango Card:
 - Reduced the amount of time: 61-80%
 - Reduced the cost of: 61-80%
 - Increased their desired results related to: 61-80%

Company Profile

Company:
Moneydart Global Services

Company Size:
Medium Enterprise

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:

[Tango Card](#)