

Groupone Health Source

Introduction

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



“We are a digital company. Everything we do is online from sales, support, to meetings. Our customers are nationwide so having the ability to send a digital gift card quickly where they can choose how they would like to spend it is perfect for our business model.”

“Tango Card gives us the ability to send multiple types of gift cards to our customers and our employees. We wanted a way to send a quick “thank you” to customers and employees. With Tango Card, we can say thank you more quickly and know that our employees and customers appreciate the ability we give them to either donate the gift card value or use it on something they will love.”

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
 - Struggled with tracking / handling lost 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:
 - Ordering through Rewards Genius Web Portal
- Uses the following rewards in their program:
 - Gift cards
 - Nonprofit donations

Results

The surveyed company achieved the following results with Tango Card:

- Sends rewards to improve the following areas:
 - Employee engagement
 - Referrals
- 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
 - Received better program support
- Improved their rewards program in the following ways since implementing Tango Card:
 - Reduced the amount of time: 61-80%
 - Reduced the cost by: 0-20%
 - Increased their desired results by: 81-100%

Company Profile

Company:
Groupone Health Source

Company Size:
Medium Enterprise

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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