

S&P 500 Computer Software Company

Introduction

This case study of a S&P 500 computer software 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.



“Tango Card provides a repeatable recipient experience from a global perspective.”

“Due to increased tax scrutiny, having a reward system in place that could be reported against and implemented globally was a priority. Additionally, Tango Card has provided a very high level of customer service.”

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:
 - Processed check/deposits/disbursements themselves
 - Purchased physical rewards and fulfilled themselves
 - Purchased digital rewards and fulfilled themselves

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
 - Their partners
 - Their customers’ employees
- Works with Tango Card in the following ways:
 - Ordering through Rewards Genius Web Portal
- 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
 - Employee incentive payments
- 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.)
 - Improved reward spend tracking
- 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: 81-100%

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:
S&P 500

Industry:
Computer Software

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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