

Friendefi (Qarrot Performance)

Introduction

This case study of Friendefi (Qarrot Performance) is based on an October 2016 survey of Tango Card customers by TechValidate, a 3rd-party research service.

“Digital gift cards solve the problem of trying to maintain a rewards catalog that is appealing and relevant to a broad target audience. With digital gift cards like Amazon.com, Visa, and Best Buy, you’ve already got access to a larger ‘catalog’ than it would be possible to manage on your own. And you don’t have any of the fulfillment costs or delays associated with merchandise.”

“As a cloud-based employee motivation platform, rewards are an integral part of our overall value proposition to customers. And with Tango Card, we have everything we require – an API that’s easy to work with, over 200 digital gift cards, and great support. Honestly, it’s hard to imagine working with anyone else.”

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:
 - Used another fulfillment partner to fulfill rewards
- 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
 - Took too long for rewards to be delivered
 - Lacked customer support for reward recipients

Use Case

The key features and functionalities of Tango Card that the surveyed company uses:

- Sends rewards to the following people:
 - Their customers’ employees
- Works with Tango Card in the following way:
 - Integrating with RaaS API
- 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:
 - Employee engagement
 - Improve employee sales performance
- 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
 - 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: 61-80%
 - Increased their desired results by: 21-40%

Company Profile

Company:
Friendefi (Qarrot Performance)

Company Size:
Small Business

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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