

Advanced MD Software

Introduction

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



“It’s fast and easy, and our customers like how immediate their rewards are delivered.”

“It doesn’t cost us more to implement rewards, in fact, it saves us time and money by eliminating the manual processes and postage.”

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:
 - Did not send rewards
- Faced the following reward fulfillment challenges before working with Tango Card:
 - Took too long for rewards to be delivered
 - 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 way:
 - Ordering through Rewards Genius Web Portal
- 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:
 - Customer loyalty
 - Acquisitions / offers / rebates
- 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
- Improved their rewards program in the following ways since implementing Tango Card:
 - Reduced the amount of time: 41-60%
 - Reduced the cost by: 41-60%
 - Increased their desired results by: 41-60%

Company Profile

Company:
AdvancedMD Software

Company Size:
Medium Enterprise

Industry:
Health Care

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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