

# Heartland Dental

## Introduction

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



“Easy to deliver, track, and redeem”

“The partnership has improved our incentive tracking and gained us easy visibility into what we are spending on rewards”

## Challenges

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

- Fulfilled rewards in the following way prior to using Tango Card:
  - Purchased physical rewards and fulfilled themselves
- 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
  - Lacked customer support for reward recipients
  - Lacked program support from their reward provider

## Use Case

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

- Sends rewards to the following people:
  - Their employees
- 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 area:
  - Employee engagement
- 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
  - Improved Customer Service
  - 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: 41-60%
  - Reduced the cost of: 21-40%
  - Increased their desired results related to: 41-60%

### Company Profile

Company:  
**Heartland Dental**

Company Size:  
**Large 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:**

[Tango Card](#)