

NADAmobile

Introduction

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



“Digital gift cards allow us to reward our customers in a way that is meaningful for them — by allowing them to purchase things at stores they already go to.”

“We’ve reduced our customer support inquiries related to digital gift cards by 80% and improved our turnaround time for issuing gift cards to mere seconds using the RaaS API.”

Challenges

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

- Fulfilled rewards the following way 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
 - 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/users
- Works with Tango Card in the following way:
 - Integrating with RaaS API
- 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:
 - Consumer/customer engagement
 - Payment disbursement
- 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
 - Increased reward recipient happiness
- Improved their rewards program in the following ways since implementing Tango Card:
 - Reduced the amount of time: 81-100%
 - Reduced the cost of: 61-80%
 - Increased their desired results related to: 61-80%

Company Profile

Company:
NADAmobile

Company Size:
Small Business

Industry:
Consumer 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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