

Small Business Professional Services Company

Introduction

This case study of a small business professional services 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.



“We issue rewards to survey participants and they are more satisfied when they have redemption options and they receive the rewards quickly. Tango has helped us achieve that.”

“We used to issue paper checks for all our incentives. There was an incredible amount of time involved and more room for error due to a laborious process. All those problems have been eliminated through Tango.”

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
- 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
 - Took too long for rewards to be delivered

Use Case

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

- Sends rewards to the following people:
 - Research participants
- Works with Tango Card in the following way:
 - Bulk ordering through Blast Rewards
- 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:
 - Survey participation
- Benefited in the following ways as a result of working with Tango Card:
 - Reduced the time to manage / fulfill rewards
 - 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 of: 0-20%
 - Increased their desired results related to: 21-40%

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:
Small Business

Industry:
Professional 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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