

Lift Credit

Introduction

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



“Our customers are more in charge, they can select the card they want as soon as they have earned enough points.”

“Having an API we were able to tie into has saved us from trying to track the earned rewards for each customer.”

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:
 - 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
 - Struggled with tracking/handling lost rewards

Company Profile

Company:
Lift Credit

Company Size:
Small Business

Industry:
Financial Services

Use Case

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

- Sends rewards to the following people:
 - Their employees
 - Their customers/users
- Works with Tango Card in the following ways:
 - Ordering through Rewards Genius Web Portal
 - Integrating with RaaS API
- Uses the following rewards in their program:
 - Gift cards
 - Nonprofit donations
 - Cash cards – e.g paypal, visa, bitcoin

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](#)

Results

The surveyed company achieved the following results with Tango Card:

- Sends rewards to improve the following areas:
 - Employee engagement
 - Consumer/customer engagement
 - Customer loyalty
 - Referrals
- 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: 81-100%
 - Reduced the cost: 21-40%
 - Increased their desired results related: 81-100%