

Educational Institution

Introduction

This case study of an educational institution is based on an October 2016 survey of Tango Card customers by TechValidate, a 3rd-party research service. The profiled organization asked to have their name blinded to protect their confidentiality.



“When we reach out to a large number of people, it would be very difficult to deliver physical gift cards instead of digital rewards. Additionally, not all of our target audience uses online shopping, has a credit card, or existing accounts online. Tango Card allows us to offer a valuable reward of their choosing and makes it easy for recipients to claim their reward. ”

“Being able to have an online reward with so many options of vendors allows us to offer something of value to our families. Using Blast Rewards with the ability to deplete and replenish our account is extremely helpful and makes the process easy to manage and monitor.”

Challenges

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

- Fulfilled rewards in the following ways prior to using Tango Card:
 - Processed check/deposits/disbursements themselves
 - Purchased physical rewards and fulfilled themselves
- Faced the following reward fulfillment challenges before working with Tango Card:
 - Had a reward selection that was limited
 - Had a reward selection that did not fit their program

Use Case

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

- Sends rewards to the following people:
 - Research participants
- Works with Tango Card in the following ways:
 - Bulk ordering through Blast Rewards
- Uses the following rewards in their program:
 - Gift cards

Results

The surveyed organization achieved the following results with Tango Card:

- Sends rewards to improve the following areas:
 - Consumer/customer engagement

Organization Profile

The organization 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.

Industry:
Educational Institution

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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