

Symantec Corporation

Introduction

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



“Digital gift cards are valuable to our company as it allows us to recognize and reward our customers and partners in a fun, more personalized manner.”

“Working with Tango Card is valuable to us because they provide us with responsive communication on any areas needed, as well as helping us to be proactive in thinking ahead to improving our offering and making our customer and partner experience even better.”

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
 - Lacked customer support for reward recipients
 - Had a reward selection that was limited

Company Profile

Company:
Symantec Corporation

Company Size:
S&P 500

Industry:
Computer Software

Use Case

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

- Sends rewards to the following people:
 - Their customers/users
 - Their partners
- Works with Tango Card in the following way:
 - Integrating into a platform they use
- Uses the following reward in their program:
 - Gift cards

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:
 - Consumer/customer 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
 - 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: 41-60%
 - Reduced the cost of: 21-40%
 - Increased their desired results related to: 41-60%