

## FinFit

### Introduction

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



“We are eventually replacing all customer referral rewards with Tango Card in order to create a more seamless system with better reporting and cost controls. The ability to create excitement around the product is an added plus.”

### 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
  - Purchased physical rewards and fulfilled themselves
  - Cash

### 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
  - Their partners
- Works with Tango Card in the following way:
  - Bulk ordering through Blast Rewards
- Uses the following rewards in their program:
  - Gift cards
  - Nonprofit donations
  - 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:
  - Employee engagement
  - Referrals
  - Acquisitions / offers / rebates
- Benefited in the following ways as a result of working with Tango Card:
  - Better control over the process and ability to prevent fraud or misuse of outbound programs
- Improved their rewards program in the following ways since implementing Tango Card:
  - Reduced the amount of time: 0-20%
  - Reduced the cost of: 0-20%
  - Increased their desired results related to: 81-100%

#### Company Profile

Company:  
**FinFit**

Company Size:  
**Medium Enterprise**

Industry:  
**Financial 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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