

Medium Enterprise Media & Entertainment Company

Introduction

This case study of a medium enterprise media & entertainment 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 need Tango Card for research participants or people wouldn’t participate in our research studies.”

“Better customer service, ease of use, and no fee.”

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:
 - Used another fulfillment partner to fulfill rewards
- Faced the following reward fulfillment challenges before working with Tango Card:
 - Dealt with high fees/costs associated with fulfilling rewards
 - Struggled with tracking/handling lost rewards
 - Took too long for rewards to be delivered
 - Lacked customer support for reward recipients
 - Had a reward selection that was limited

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 ways:
 - Ordering a file of reward codes
- 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 areas:
 - Consumer/customer engagement
- Benefited in the following ways as a result of working with Tango Card:
 - Improved Customer Service
 - Increased reward recipient happiness
 - Received better program support
- Improved their rewards program in the following ways since implementing Tango Card:
 - Reduced the amount of time: 21-40%
 - Reduced the cost: 21-40%
 - Increased their desired results related: 0-20%

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:
Medium Enterprise

Industry:
Media & Entertainment

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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