

## Small Business Health Care Company

### Introduction

This case study of a small business health care 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.



“Tango card has been easy to work with (from sales to account management to funding, everyone has been knowledgeable, fair, responsive and pleasant to work with). The Tango Card API was easy to integrate with, and our Account Manager made sure that our non-technical staff understood the solution.”

### Challenges

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

- Fulfilled rewards in the following way prior to using Tango Card:
  - Did not send rewards
- Faced the following reward fulfillment challenges before working with Tango Card:
  - Dealt with high fees/costs associated with fulfilling rewards
  - Took too long for rewards to be delivered
  - Had a reward selection that did not fit their program

### 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' employees
- Works with Tango Card in the following ways:
  - Ordering through Rewards Genius Web Portal
  - Ordering a file of reward codes
  - Integrating with RaaS API
- Uses the following rewards in their program:
  - Gift cards
  - Nonprofit donations

### Results

The surveyed company achieved the following results with Tango Card:

- Sends rewards to improve the following areas:
  - Wellness engagement
  - Thank yous to employees in other departments
- Benefited in the following ways as a result of working with Tango Card:
  - Increased more of their desired business (increase in engagement, loyalty, etc.)
  - Delivered rewards faster and on-time more
- Improved their rewards program in the following way since implementing Tango Card:
  - Increased their desired results by: 81-100%

#### 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:  
**Small Business**

Industry:  
**Health Care**

#### 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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