

Cater Nation

Introduction

This case study of Cater Nation is based on an October 2021 survey of Tango Card customers by TechValidate, a 3rd-party research service.



“Customer goes to our legacy rewards platform, they click a redeem rewards link, click the button for the reward they want (and have the reward currency for), verify their information including inputting the email address they want the reward sent to and submit. Every 5 minutes we rake off all redemption requests and call the Tango API which then emails the customer their reward. Works great.”

“We were having to send out electronic rewards manually, including a lot of physical American Express cards. It was time consuming. The only upside was we did benefit from some breakage.”

Challenges

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

- While working with Tango Card, they saw a **DECREASE** in the following areas:
 - time spent managing and fulfilling rewards: decrease
 - cost of managing and fulfilling rewards: decrease

Use Case

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

- Partners with Tango Card to send rewards to impact:
 - Customer loyalty
 - Customer referrals and advocacy
 - Customer acquisition
- Orders their rewards through Tango Card’s Rewards as a Service (RaaS®) API integration.

Results

The surveyed company achieved the following results with Tango Card:

- While working with Tango Card, they saw an **INCREASE** in the following areas:
 - engagement: increase
 - loyalty: increase
 - improved customer service: increase
 - happier reward recipients: increase
 - reward delivery times: increase

Company Profile

Company:
Cater Nation

Company Size:
Small Business

Industry:
Food

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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