

## Western Governors University

### Introduction

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



“Ability to track usage and employee engagement with Tango Card.”

### Challenges

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

- Fulfilled rewards in the following way prior to using Tango Card:
  - Purchased physical rewards and fulfilled themselves
- 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

### Use Case

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

- Sends rewards to the following people:
  - Their employees
  - Their customers / users
- Works with Tango Card in the following ways:
  - Ordering through Rewards Genius Web Portal
  - Bulk ordering through Blast Rewards
  - Integrating into a platform they use
- Uses the following rewards in their program:
  - Gift cards

### Results

The surveyed organization achieved the following results with Tango Card:

- Sends rewards to improve the following areas:
  - Employee engagement
  - Payment disbursement
- 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 their rewards program in the following ways since implementing Tango Card:
  - Reduced the amount of time: 21-40%
  - Reduced the cost of: 21-40%
  - Increased their desired results related to: 41-60%

#### Organization Profile

Organization:  
**Western Governors University**

Industry:  
**Educational Institution**

#### 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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