

# Small Business Computer Software Company

## Introduction

This case study of a small business computer software 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.



“They provide incentives to our research participants.”

“It’s automated and immediate, which our participants expect.”

## Challenges

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

- Faced the following reward fulfillment challenges before working with Tango Card:
  - 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 customers/users
- Works with Tango Card in the following ways:
  - Integrating with RaaS API
  - Integrating into a platform they use
- 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:
  - Consumer/customer engagement
- 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
  - Increased more of their desired business (increase in engagement, loyalty, etc.)
  - Increased reward recipient happiness
  - Delivered rewards faster and on-time more
  - Received better program support
- Improved their rewards program in the following ways since implementing Tango Card:
  - Reduced the amount of time: 81-100%
  - Reduced the cost by: 81-100%
  - 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:  
**Computer Software**

### 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.

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