

Medium Enterprise Computer Software Company Sees Higher Online Engagement with Digital Gift Cards

Introduction

This case study of a medium enterprise computer software company is based on an October 2020 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.



Please describe your incentive program and why digital gift cards are valuable.

“Being able to offer a robust catalog of gift cards to multiple variants of business types and consumers is extremely valuable to our clients.

How do people earn rewards?

Traditionally, people earn rewards when they refer a friend to to a business.”

Why is working with Tango Card valuable to your company?

“Allows us to offer robust rewards catalog without needing a relationship with partners directly.”

How has your program changed since COVID? Are digital gift cards more valuable to your program?

“Higher engagement with online retail”

Challenges

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

- Sends send rewards, incentives, and/or payments for the following business outcomes:
 - Consumer and customer engagement
 - Customer loyalty
 - Referrals
 - Acquisition, offer, or rebate
 - Channel management or engagement

Use Case

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

- The following people receive rewards, incentives, or payments in their program:
 - Consumers
 - Participants
- Use the following to interact with Tango Card:
 - Rewards Genius dashboard
 - RaaS API integration
 - Native integration in SaaS platform
- Use the following in their program:
 - Reward Link (US)
 - Reward Link (international)
 - Gift cards (US)
 - Gift cards (international)
 - Nonprofit donations
 - Prepaid Visa or Mastercard

Results

The surveyed company achieved the following results with Tango Card:

- Improved the following with Tango Card:
 - A reduction in time spent managing and fulfilling rewards
 - A reduction in cost of managing and fulfilling rewards
 - An increase in engagement
 - An increase in loyalty
 - Customer service
 - Rewards delivered faster or more timely
- Said the following increased with Tango Card:
 - Engagement
 - Loyalty
 - Improved Customer Service / Program Support
 - Happier Reward Recipients
 - Rewards Delivered Faster / More Timely
- Saw the following decreased with Tango Card
 - Time spent managing and fulfilling rewards
 - Cost of managing and fulfilling rewards

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:
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.

Learn More:

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