TANGO CARD CASE STUDY

Any Perk

Introduction

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

> "Tango Card is a big part of the product offering we have for our employee members to use their rewards points to redeem."

> "Tango Card helps us in a big way deliver e-cards more quickly and efficiently to provide a much better customer experience than the manual process we had in place before."

Challenges

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

- Fulfilled rewards the following way prior to using Tango Card:
  - Purchased digital rewards and fulfilled themselves
- Faced the following reward fulfillment challenges before working with Tango Card:
  - Spent a lot of time purchasing and fulfilling incentives
  - Took too long for rewards to be delivered
  - Had a reward selection that was limited

Company Profile

Company:
AnyPerk

Company Size:
Small Business

Industry:
Computer Software

Use Case

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

- Sends rewards to the following people:
  - Their customers / users
  - Their customers' employees
- Works with Tango Card in the following way:
  - Integrating with RaaS API
- Uses the following rewards in their program:
  - Gift cards
  - Nonprofit donations
  - Cash cards – e.g PayPal, Visa, bitcoin

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:

🔗 Tango Card

Results

The surveyed company achieved the following results with Tango Card:

- Sends rewards to improve the following areas:
  - Employee engagement
  - Wellness engagement
  - Consumer / customer engagement
- Benefited in the following ways as a result of working with Tango Card:
  - Improved Customer Service
  - 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 of: 0-20%
  - Increased their desired results related to: 41-60%

Source: Craig Bradley, Line of Business Manager, AnyPerk