

Echo Market Research

Introduction

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

Challenges

While working with Tango Card, they saw a **DECREASE** in the following areas:

- Time spent managing and fulfilling rewards
- Cost of managing and fulfilling rewards

Use Case

Partners with Tango Card to send rewards to impact:

- Employee engagement
- Customer referrals and advocacy
- Research participation

Orders their rewards through Tango Card’s Blast Rewards.

Results

While working with Tango Card, they saw an **INCREASE** in the following areas:

- Engagement
- Loyalty
- Improved customer service
- Happier reward recipients
- Reward delivery times

Company Profile

Company:
*Echo Market Research *

Company Size:
Small Business

Industry:
Professional Services

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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