

Byrnes Communication

Introduction

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



“They are part of our advocacy program and our customers like them.”

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 was limited

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 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
 - Customer loyalty
 - Referrals
- Benefited in the following ways as a result of working with Tango Card:
 - Reduced the time to manage/fulfill rewards
 - Increased more of their desired business (increase in engagement, loyalty, etc.)
 - Increased reward recipient happiness
- Improved their rewards program in the following ways since implementing Tango Card:
 - Reduced the amount of time: 41-60%
 - Reduced the cost by: 21-40%
 - Increased their desired results by: 61-80%

Company Profile

Company:
Byrnes

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.

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