

User Research International

Introduction

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



“Tango Card is a great resource to be able to send gift cards digitally, and helped immensely with international (non-US) gift cards as well (Virtual Visa.)”

“The bulk ordering is helpful, as is being able to direct a participant to Tango Card for support.”

Challenges

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

- Fulfilled rewards in the following ways prior to using Tango Card:
 - Processed check/deposits/disbursements themselves
 - Purchased physical rewards and fulfilled themselves
- Faced the following reward fulfillment challenges before working with Tango Card:
 - Spent a lot of time purchasing and fulfilling incentives
 - Dealt with high fees/costs associated with fulfilling rewards
 - Struggled with tracking/handling lost rewards
 - Took too long for rewards to be delivered
 - Lacked customer support for reward recipients

Use Case

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

- Sends rewards to the following people:
 - Research participants
- Works with Tango Card in the following ways:
 - Ordering through Rewards Genius Web Portal
 - Bulk ordering through Blast Rewards
- Uses the following rewards in their program:
 - Gift cards
 - Nonprofit donations
 - Cash cards – e.g paypal, visa, bitcoin

Results

The surveyed company achieved the following results with Tango Card:

- Sends rewards to improve the following area:
 - Consumer/customer engagement
- Benefited in the following ways as a result of working with Tango Card:
 - Reduced the time to manage/fulfill rewards
 - Delivered rewards faster and on-time more
- Improved their rewards program in the following ways since implementing Tango Card:
 - Reduced the amount of time: 21-40%
 - Reduced the cost of: 0-20%
 - Increased their desired results related to: 21-40%

Company Profile

Company:
User Research International

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.

Learn More:

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