

Small Business Service Provider Company Improves Perceived Value of Rewards with Digital Gift Cards

Introduction

This case study of a small business service provider 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 engagement program.

“Employees in our program typically earn credits/points that can be redeemed for a variety of rewards. The freedom of choice provided by digital gift cards is essential and has a much higher perceived value than the physical goods and merchandise we offer our program members.”

Why is working with Tango Card valuable to your company?

“The breadth of the catalog and global coverage coupled with excellent customer service provides a trusted one-stop-shop for us.”

Challenges

Sends send rewards, incentives, and/or payments for the following business outcomes:

- Employee engagement
- Wellness engagement
- Customer loyalty
- Channel management or engagement

Use Case

The following people receive rewards, incentives, or payments in their program:

- Employees
- Partners
- Participants

Use the following to interact with Tango Card:

- Rewards Genius dashboard
- Bulk ordering through Blast Rewards
- Ordering a file of reward codes

Use the following in their program:

- Gift cards (US)
- Gift cards (international)
- Prepaid Visa or Mastercard

Results

The surveyed company achieved the following results with Tango Card:

- Improved the following with Tango Card:
 - Customer service
 - Better program support
- Said the following increased with Tango Card:
 - Improved Customer Service / Program Support
 - Happier Reward Recipients

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:
Small Business

Industry:
Service Provider

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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