

SOLVE IT STORIES

TALES OF CUSTOMER SUCCESS
FROM OUR PARTNERS



How Ada helped Tango Card improve interactions with stakeholders while improving the average first-response time by 83%.

THE CHALLENGE

Tango Card bundles easy-to-use technology, desirable rewards, and expert service to help B2B companies get the most out of their reward and incentive programs. Customers can instantly deliver digital gift cards to recipients, maximizing impact and driving real business results.

The need to deliver a persona-specific experience across the customer journey became more important at the start of the pandemic. Increased adoption of its platform drove a 54% increase in the volume of support cases from reward recipients, and Tango Card was struggling to maintain its high-target SLAs. It needed automation strategies to help scale without compromising the quality of its CX.

THE OPPORTUNITY

Businesses often need a way to facilitate high-quality interactions with each stakeholder group across its journey.

HOW DO THEY ...

- Provide high-quality support to existing business customers, empowering them to get the most value out of their product and drive success?
- Offer an effortless presales experience to new business prospects, capturing new leads and accelerating their growth, empowering seamless self-service sign-up and onboarding?
- Deliver a best-in-class experience for customers' recipients, ensuring a positive end-to-end experience and mitigating any downstream impacts?

In the case of Tango Card, it had a vision to introduce automation across the customer journey, with personalized experiences for each of their personas, all within a single platform. It established this vision by coalition, with representatives from sales, marketing, product, support, business systems, and beyond.



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THE SUCCESSFUL OUTCOME

Tango Card launched a single instance of Ada that could initially address questions from reward recipients, existing customers, and new business prospects. It had some APIs available for Ada to use in order to personalize interactions. Then it expanded and layered enterprise application and proprietary endpoints via Workato's API platform functionality. This ultimately created a highly contextualized, dynamic, and data-driven chatter experience to address problems quickly with minimal necessary user input.

Recipient Use Cases

- Answer common questions from reward recipients, including the use of multimedia such as in-chat videos
- Deliver specific and tailored responses based on what a recipient received, powered by API lookups
- Empower quick self-service of common problems without the need to engage an agent, powered by API actions
- Reference the Salesforce Help Center to address questions that require more detail
- Generate readily actionable support cases in Service Cloud that are decorated with recipient details, a description of their problem, an AI-generated summary of the automated conversation with Ada, and reward details

Prospect Use Cases

- Understand more about prospects by leveraging API lookups from minimal chatter input, delivering a personalized experience and saving time by routing them to the right resources for engagement
- Quickly point prospects to the best path that fits their immediate intent, such as directing them to a self-service sign-up flow

Ada immediately understood our vision, presented a path to achieve it, and helped us implement a dynamic solution within a quick turnaround time. Ultimately we beat our target for self-service, delighted recipients and customers, convinced our colleagues, and have since continued to roll out Ada across our digital properties, including in-app.

ADAM COLE

VP, Business Technology

TANGO
CARD

Implementing Ada has enabled our support teams to spend substantially more of their efforts on harder-to-solve problems. Our customers are now able to quickly serve themselves for most common problems – or get to a knowledgeable agent without writing an essay. When we compare to the year before, the volume of cases our reps are manually addressing is much lower. They now can spend the bulk of their time answering those complicated questions versus those easy lifts.

WALTER TUCKER

Director of Support, Tango Card

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Customer Use Cases

- Offer a simple starting path to engage an appropriate Tango Card resource based on need, such as creating a support case for our customer success team to respond to
- Empower businesses providing their own first-tier support to quickly find answers to common recipient questions via same flows

THIS HAS RESULTED IN ...

- 10% reduction in YOY ticket volume from reward recipients in Q4 2021 (compared to Q4 2020, which saw a 54% increase in ticket volume YOY as compared to Q4 2019), while breaking company records for rewards sent
- 70% containment within Ada (over two-thirds of interactions are fully automated and do not require a handoff to a human agent)
- 83% improvement in average first-response time for reward recipient cases
- Zero instances of the customer success team escalating to support on behalf of business customers whose recipients had issues redeeming their rewards
- Directed prospects, new and existing, to leverage Ada's self-serve sign-up path, helping contribute to a substantial increase in average daily sign-ups since launch in 2021

CONSIDERATIONS FOR CUSTOMERS LOOKING TO AUTOMATE INTERACTIONS.

- Ask yourself questions like who is the customer, what is their segment, language, geography, lifetime value, intent, and so on. It is important that anyone who wants to interact with a brand has a VIP experience whether that interaction is provided by automation, a human, or both.
- The best interactions are proactive, personalized, and effortless for the customer no matter who they are and where they are in their journey with the brand. An automated brand interaction platform like Ada that can integrate with various business systems and power dynamic interactions for every customer is an important consideration for any growing brand.

Learn more about Ada on AppExchange.

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