

Success Story

WUNDERMAN THOMPSON



How gift cards helped streamline healthcare incentives across multiple clients.

THE PROBLEM

Wunderman Thompson, a marketing and communications firm, has offices located globally in over 90 markets. Regionally, the office in St Louis Missouri, has a large focus on healthcare marketing.

The Wunderman team had onboarded seven direct healthcare clients and most were looking for the same endgame – an effective and efficient method to engage their member bases.

To comply with CMS standards, Wunderman Thompson was working with their clients to send various collateral offers to the members but were not yielding the desired results. They needed to find an offer that would appease CMS compliance but would also engage the members further.

THE SOLUTION

After receiving feedback from one of their large clients, the team at Wunderman Thompson discovered that gift cards could be an ideal incentive to increase member engagement. They immediately turned to GiftCard Partners.

Soon after, they began using the [Engage2Reward™ Gift Card Ordering Portal](#). The portal gave them the access to 300+ brands in both digital and plastic format without the hassle of driving to the store.

CMS compliance regulates how much a gift card can be valued at along with the type of gift card granted. The team at Wunderman knew they had to issue cards that focused on food or health, and did not sell alcohol, and their brand catalog was curated to focus on the brands they wanted to purchase.

By partnering with GiftCard Partners and utilizing their [Engage2Reward™ Gift Card Ordering Portal](#), Wunderman Thompson was able to successfully implement a gift card incentive program that boosted member engagement. This program was a win-win for both Wunderman Thompson and their clients, as it helped increase member engagement and provided an effective incentive for clients to participate in their programs.

AT A GLANCE

PROBLEMS

- Need to increase member engagement
- Need for CMS compliance
- Need for variety

SOLUTIONS

- Engage2Reward™ Gift Card Ordering Portal
- Regionalized gift card brands

RESULTS

- Member response rate increased when switching to gift cards
- Increase from 56% to 87%
- High response rates from last three member packages:
 - 61%
 - 65%
 - 97%

GIFT CARD BENEFITS

CUSTOMER EXPERIENCE & SUPPORT

The Wunderman team finds the customer support at GiftCard Partners to be amazing and efficient. A dedicated support team is always available to assist with any issues one may have with the Engage2Reward™ Gift Card Ordering Portal.

SELF SERVICE ACCESS

The Engage2Reward™ Gift Card Ordering Portal gives full autonomy to the user when it comes to placing orders. A user can log in at any time – day or night – to place their order. There is also reporting available to help track and manage.

INTERNAL EMPLOYEE APPRECIATION

Once they had access to the [Engage2Reward™ brand catalog](#), the team at Wunderman realized they had a solution for their own internal employee appreciation. The Engage2Reward™ Gift Card Ordering Portal also allows them to login and purchase gift cards to reward their own employees at any time.

TESTIMONIAL

“Wunderman has been utilizing GiftCard Partners for 4 years now for many different clients, including an internal loyalty program for our employees. The overall communication from their team has been amazing and they are always quick to respond on questions regarding artwork or updated terms.

Last year when we switched over to Engage2Rewards gift card platform it made everything so much easier. We were able to place the order ourselves and easily track the progress of the order and shipping information. The online portal is user-friendly, and we can view multiple gift card orders for in one location. The Engage2Reward team is responsive to emails and have been integral in getting us setup on this system. The gift card offerings they have is fantastic, they have the big-name companies but also local/regional company offerings. Being able to offer a regional gift card to our client helped bring them around to considering this avenue of promotion.”



BRENDAN DELONG
Director, Partner Management
Wunderman Thompson

