



# Case Study

## MARKET RESEARCH COMPANY GOES DIGITAL DURING COVID-19

A major market research company with dozens of in-person facilities needed to continue its operations remotely during the COVID-19 pandemic. Onbe helped the client pivot quickly to an all-digital payment experience, enabling the company to minimize impact to its business.

### THE OPPORTUNITY

Prior to the pandemic, the client conducted surveys in person at its regional facilities and rewarded survey participants with payments on physical cards. The company needed to quickly shift to an all-digital experience that offered survey participants their choice of payment via email. Time was of the essence, and the client needed to transition to a digital program in under four weeks.

### THE SOLUTION

Working closely with the client, Onbe designed a new, all-digital program.

The solution featured:

- Custom-branded email communications to survey participants
- Participants' choice of a traditional plastic card or an instant digital card solution
- 24/7/365 multilingual customer service
- Training and support from Onbe's client success team
- The flexibility to add more services as the program grows

### THE RESULTS

The client launched its new, all-digital program in just four weeks, going live on April 1, 2020.

Results were immediate:

- Business continuity during the pandemic
- A 95% increase in digital issuance within the first month

In 2021, the client resumed in-person operations but will keep and continue to expand its all-digital payment solution due to positive feedback from employees and recipients.



# 95%

**INCREASE IN  
DIGITAL ISSUANCE  
WITHIN THE  
FIRST MONTH**