



Case Study

HALO PARTNERS WITH ONBE TO DELIVER EMPLOYEE REWARDS WITH A CLICK

HALO, a leading provider of engaging employee reward and incentive programs, partnered with Onbe to deliver expanded payment choices and an improved recipient experience on behalf of one of its Fortune 50 clients. Following implementation of the client's digital-first employee rewards program, 40% of employees chose to receive their rewards on fast and convenient virtual prepaid cards featuring seamless mobile wallet provisioning with Onbe's Send to Wallet capabilities.



Utilizing Onbe's new Send to Wallet functionality, we're able to deliver funds conveniently and securely to recipients' digital wallets, on behalf of one of our Fortune 50 clients, without requiring users to download an app. We truly couldn't ask for a better partner.

STEVEN TROMPETER
VP of Enterprise Sales, HALO



THE OPPORTUNITY

HALO's client was ready to replace its reloadable physical prepaid card program with a more modern payment solution. After reviewing historical program performance data, HALO and Onbe saw the opportunity to optimize the client's payment selection and increase recipient satisfaction by introducing popular and cost-effective reward options.

THE SOLUTION

In 2022, the client partnered with HALO and Onbe to upgrade its employee rewards program with new payment options that included single-load physical prepaid cards, virtual prepaid cards, and push pay. Employees selecting the virtual prepaid card option can also use Onbe's Send to Wallet to seamlessly add their virtual card to Apple Pay, Google Pay, or Samsung Pay for seamless online or in-person spend. Onbe assisted with custom-branded communications to announce the exciting new reward options, which proved popular with program participants.

RESULTS

Since implementing its new-and-improved employee rewards program, HALO's client has issued more than \$3.6 million in rewards. While the client offers a catalog of reward options, over 90% of program participants choose an Onbe payment. Benefits to the client include:

- Cost-effective payment options
- Revenue-sharing opportunities
- A streamlined payment experience for employees