

Overview

The Referring Platform is a robust solution tailored to help businesses streamline their referral programs. By offering a comprehensive system for setting up, managing, and tracking referrals, the platform aims to enhance user engagement and optimize reward systems. The project was developed using cutting-edge technologies, including Node.js, MongoDB, and React.js, ensuring scalability, reliability, and seamless user experiences across web and mobile interfaces.

Problem Statement

- Modern businesses face significant challenges in managing referral programs due to the lack of streamlined solutions. These include difficulties in setting up accounts, tracking referral progress, managing reward distributions, and integrating with existing helpdesk systems.
- Manual processes often lead to inefficiencies, reduced user satisfaction, and potential loss of valuable referrers. A platform was needed to address these gaps, automate processes, and improve the overall experience for businesses and their referrers.

Solution

- The Referring Platform was developed as an end-to-end solution to simplify and automate referral program management. It offers a role-based access model to cater to diverse user needs, enabling businesses, referrers, and administrators to interact efficiently.
- Core functionalities like automated account setup, independent business page creation, referral tracking, and payment management ensure that businesses can focus on growing their networks without being bogged down by operational hurdles.

Core Features

★ Automated User Account and Subdomain Creation

- Simplifies the onboarding process by automating account setup and database configuration. Each business receives a unique subdomain, offering a personalized space for managing referral activities.

★ Referral Tracking and Management

- Tracks referral progress and verifies sign-ups through unique codes. Includes payment status management, ensuring transparency and ease of reward distribution.

★ Referral Verification System

- Uses unique 6-digit codes to authenticate referrals, eliminating fraud and ensuring accuracy in reward allocation.

Challenges

- ✓ **Dynamic Business URL Creation:** Generating unique and functional business URLs at runtime required innovative technical approaches to ensure consistency and usability.
- ✓ **Referral Tracking During Manual Discussions:** Handling referrals when communication moves offline or into manual discussions posed significant challenges in maintaining data integrity and accurate tracking.

Solution

- 💡 Implemented dynamic subdomain allocation during runtime using Node.js, ensuring unique, reliable URLs for businesses.
- 💡 Designed a robust tracking system to log manual interactions and transitions, using MongoDB for flexible and scalable data management.

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Screenshots

