



Hospitality & Leisure



Team Composition:

2 Backend Engineers, 1
Frontend Engineer, 1 React
Native Engineer, 1 Project Manager



Project Duration:

6 months (fixed scope)
+ ongoing support



Tech Stack:

Node.js, React.js,
React Native

Project Overview

V2 Incentives needed a robust & scalable incentives management platform to help companies run customized promotions across four key areas:

- Sales Incentives
- Customer Loyalty & Retention
- Employee (HR) Retention
- Trip-Based Incentives

The platform included:

Super Admin App: for overarching platform control
Tenant Admin App: for client-specific promotion setup
User App: for participant engagement

The system was built to accommodate multiple tenants with varying needs while offering real-time analytics and an intuitive UX.

Business Challenges

- **Adapting to diverse client requirements** with a consistent user-friendly experience
- Managing **multi-tenant scalability** during peak usage
- Encouraging **ongoing engagement** from users
- Ensuring **data isolation and performance** across tenants
- Providing **real-time performance** tracking

Solutions Delivered

- **Rules-based engine** to configure custom workflows and rewards per tenant
- **Microservices/serverless architecture** for independent component scaling
- **Gamification features** like leaderboards and badges to drive user participation
- **Multi-tenant architecture** to isolate data and preserve integrity
- Interactive dashboards for real-time tracking of **engagement, conversions, and ROI**

Results & Impact

- **50%** user participation through gamification
- **35%** increase in client satisfaction via tailored promotions
- **25%** boost in ROI due to precise tracking
- **100%** compliance with data protection standards
- **45%** faster campaign launch times
- **50%** reduction in client onboarding duration

Conclusion

- **Techverx built a scalable, multi-tenant platform for V2 Incentives**, combining smart architecture and intuitive design to boost engagement and drive measurable business impact across industries.