# **Case Study**



Tech Stack:

Node.js, React.js,

React Native



Hospitality & Leisure

6 months (fixed scope)

Project Duration:

+ ongoing support

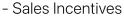


#### Team Composition:

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

## **Project Overview**

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



- 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.