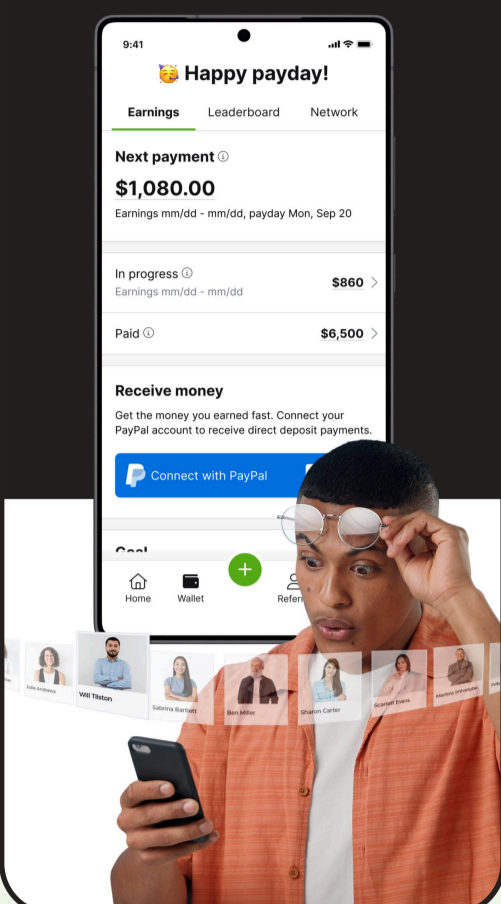
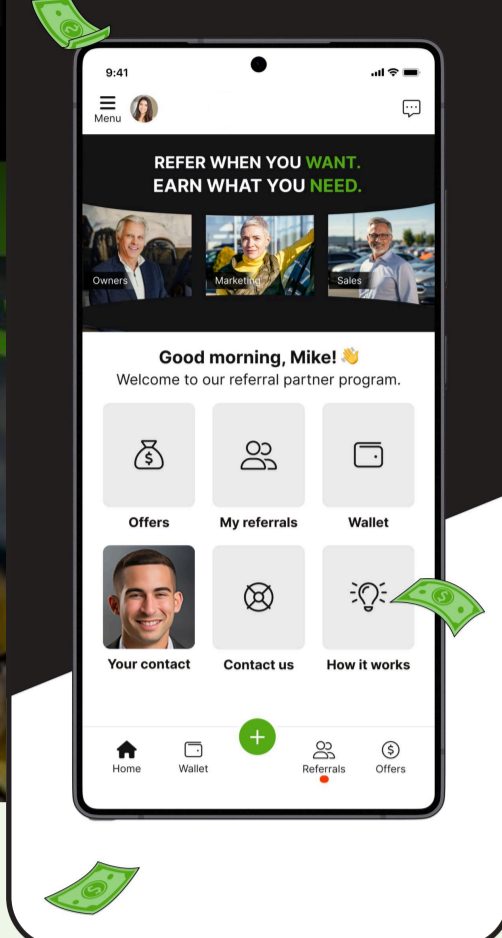


Empowering Car Dealerships & B2B Sales Through Smart Referrals

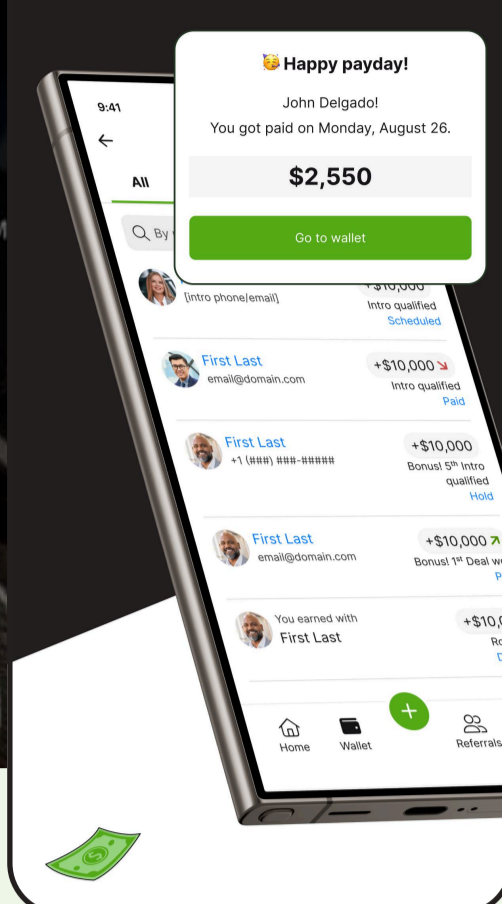
Refer when you **want**.
Earn what you **need**.



Start earning **fast**



Get paid **fast**
Start now!



A leading referral-driven business needed a smarter, more scalable way to capture warm introductions across car dealerships, real estate, and B2B sales channels. Traditional link-based referral tools lacked personalization, resulting in low engagement & weak conversions.

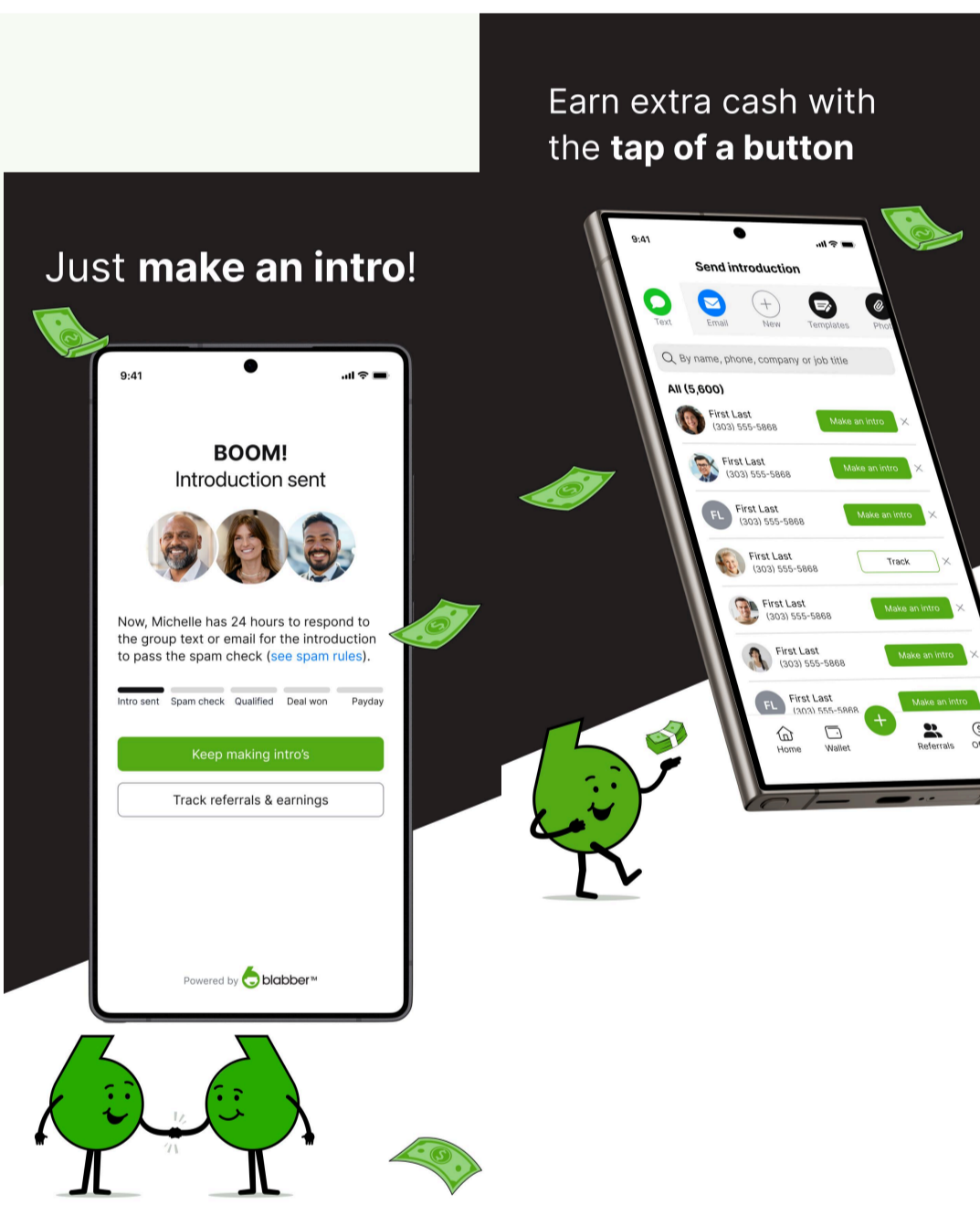
They required a unified referral ecosystem that could automate workflows, ensure transparency, motivate referrers, prevent fraud, and scale effortlessly to thousands of users. Invmatic built a full-stack referral platform that transformed their fragmented processes into a modern, gamified, AI-driven system.

Challenges

- Conventional referral tools felt impersonal and led to low engagement.
- Sales teams spent time chasing cold or low-intent leads.
- No real-time visibility into referral progress or payout tracking.
- Manual CRM updates and payout calculations created operational bottlenecks.
- Infrastructure needed modernization ahead of AMI end-of-support.

Solutions

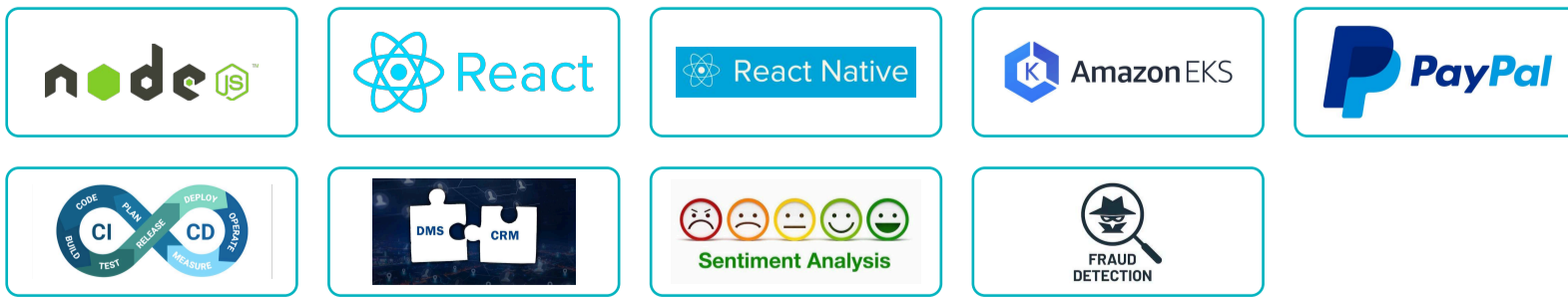
- **Gamified Rewards:** Multi-level bonuses and sub-referral royalties that boosted motivation and created viral referral loops.
- **Real-Time Tracking:** Mobile/web dashboards offering live updates on referral status, earnings, and payouts, increasing transparency and user activity.
- **CRM/DMS + Payment Integrations:** Automatic CRM syncing and PayPal/Venmo autopayments enabled zero manual intervention and seamless scaling to 15,000+ users.
- **DevOps Modernization:** Migration to an EKS cluster on AL2023 enhanced security, improved performance by 20-30%, and increased infrastructure stability.
- **LLM-Powered Intelligence**
 - **Sentiment & Intent Analysis:** Classifies incoming prospect responses and auto-updates CRM or blocks spam.
 - **Fraud Detection:** Flags referral loops, unusual patterns, and misuse to protect payout integrity and brand trust.



-- Results --

- Higher referral volume and stronger user engagement
- Faster sales cycles powered by warm, high-intent introductions
- Real-time visibility into referral activity and payouts
- Eliminated manual CRM updates and payout processing
- Improved lead quality with LLM-driven intent analysis
- Scaled efficiently to 15,000+ users with consistent performance

Technology Stack



Key Takeaway

The platform turned a manual referral process into a scalable, automated, and transparent system. It increased high-intent leads, reduced manual work, and made referral programs far more effective.