

MarTech Case Study

**Web Application
Development**

A Custom CRM Solution for Streamlining Loan Application Process & Reporting

A dynamic platform designed to simplify lead tracking and loan management process for sales teams.

With advanced reporting capabilities for admins and seamless integration of cutting-edge tools, the solution redefines efficiency in lead generation.



iProgrammer, in a nutshell



17 Years of Excellence

For 17 years, iProgrammer has excelled in bespoke product engineering and more.



300+ Products Live

Successfully delivered premier products across both web and mobile platforms to date.



Fortune India 500

iProgrammer has been the technology partner to Fortune India 500 - Hero Corp, Tata Communications and HDFC.



350+ Tech Team

We are more than 350 tech experts with a strong background in various leading technologies.



4 Million DAUs

Our B2C mobile application developed for Vodafone-Idea currently has 4 million daily active users (DAUs).



128 Million End Users

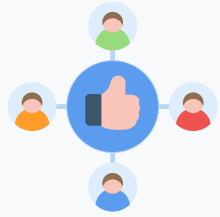
Our applications have been utilized by around 128 million end users globally.

Pain Points

Sales agents struggled with **disorganized lead tracking**, making it hard to close deals. Admins faced time-consuming, manual reporting and lacked real-time insights, **leading to missed opportunities**. Both teams dealt with disconnected systems, complicating collaboration and slowing loan application process.



Our Solution



Lead Management Workflow:

The CRM system enables sales agents to log and manage leads through a streamlined interface, allowing efficient tracking of loan applications at each stage.



Real-Time Lead Status Updates:

Agents have access to real-time updates on lead progress, ensuring proactive follow-ups and minimizing delays in the loan application process.



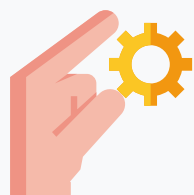
Admin Oversight and Monitoring:

Admin users can oversee the entire lead lifecycle, with full visibility into activities, ensuring compliance and performance monitoring at every touchpoint.



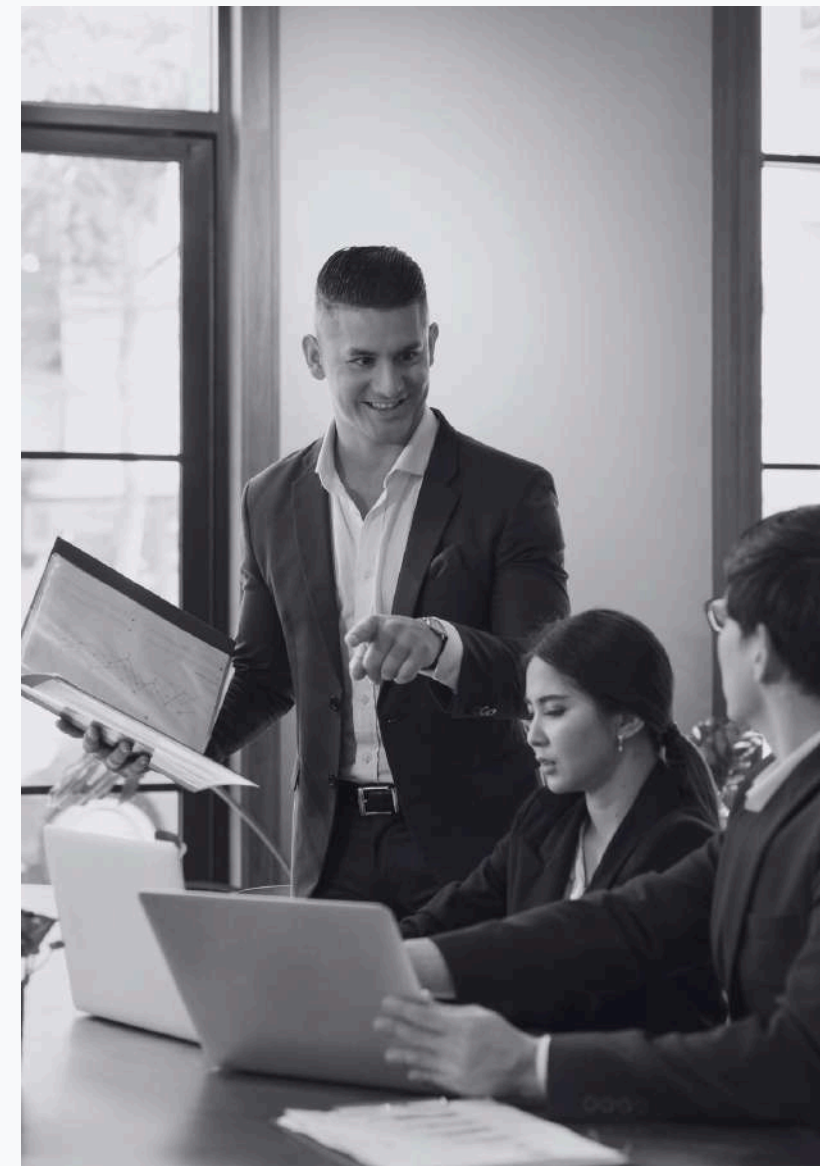
Advanced Reporting Capabilities:

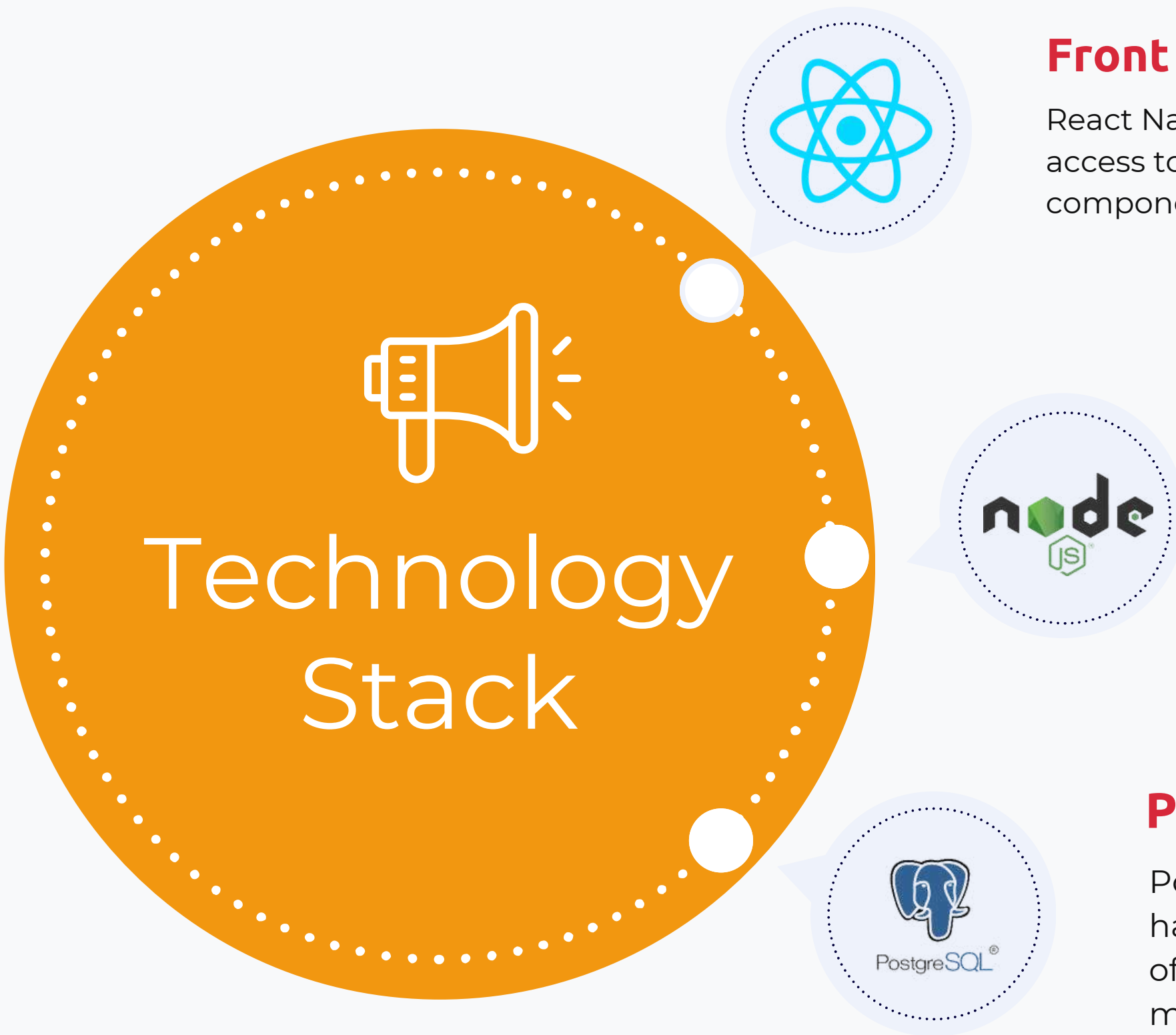
The platform allows admins to generate detailed, data-driven reports on lead applications, providing insights for strategic decision-making and improving operational efficiency.



Optimized for Scalability:

Built with a modular architecture, the CRM tool is designed to handle growing data and user volumes, supporting seamless scalability as business needs evolve.





Front End - React JS

React Native's performance is near-native, thanks to efficient rendering and access to native components. The framework's vast ecosystem and reusable components make development faster and more scalable.

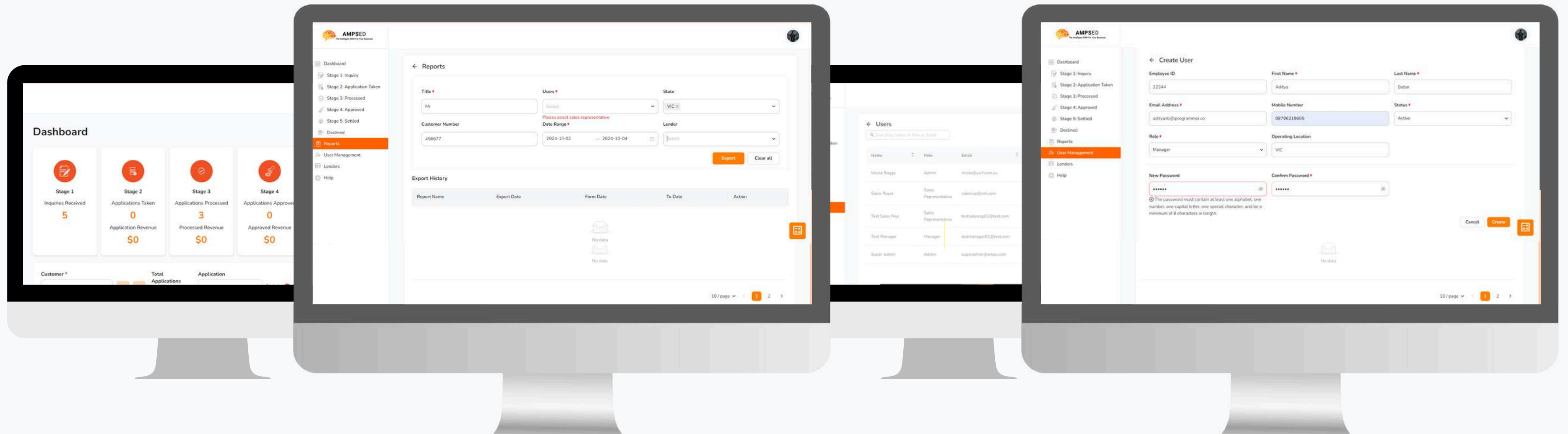
Back End - Node JS

We chose Node.js with TypeScript for backend due to its scalability, static typing for maintainable code, and non-blocking architecture that boosts performance in I/O-heavy apps. It also enables seamless full-stack JavaScript development.

PostgreSQL

PostgreSQL was chosen for its robustness, scalability, and advanced data-handling capabilities. It supports complex queries, ACID compliance, and offers excellent performance with large datasets, making it ideal for managing the extensive lead and loan application data. Additionally, its flexibility with JSON and other data types ensures seamless integration with modern web applications, ensuring reliability and future scalability.

Glimpse of AMPSED CRM



What do we offer?

Our Services



Product Engineering

- UI/UX Engineering
- Web Application Development
- Mobile App Development
- Backend/Middleware Development
- Frontend Development
- Data Analytics
- Legacy System Modernization



Cloud & DevOps

- Cloud Consulting
- DevOps Consulting
- DevSecOps Consulting
- CI/CD & Infrastructure Automation
- Kubernetes Adoption



Internet of Things (IoT)

- Device Connectivity
- Data Analytics and Visualization
- Security Solution
- Cloud Integration and Management



Startup Consulting

- Product/MVP Development
- Statutory Compliance Consulting
- Technology Consulting
- Application Development
- UI/UX Design and Business Branding
- Customer Experience Strategy

LET'S BREW SOME COFFEE TOGETHER.



Email us for inquiries or feedback
sales@iprogrammer.co



Contact us on

India: +91 879 621 9605

USA: +1 678 999 2111

UK: +44 208 133 156

Australia: +61 430 808 102

Saudi Arabia: +971 581 078 987



Find more information

www.iprogrammer.com

