EDITION

November 2026

iTechnoSol Inc.

PROJECT OVERVIEW

Referral tracking and telecalling system for a skin clinic group

Each patient traced to the doctor, influencer or partner who referred them, with telecallers working from assigned lists on the web.



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CLIENT

A skin and laser clinic group in India

INDUSTRY

Healthcare

PLATFORMS

Web

THE REQUIREMENT

The clinic gets many patients from referring doctors, social media influencers and other partners. Outreach, follow-ups and referrals were not tracked against each source. Its telecalling team also needed contact lists, scripts and control over follow-ups.

WHAT WE BUILT

We extended the clinic's existing prospect module with new fields and analytics. We added three referral flows, for doctors, influencers and partners, each with outreach logs and reminders. A calling module imports contact lists, lets an admin allocate calls and gives telecallers scripts and outcome codes.

THE OUTCOME

The clinic can trace each patient to the doctor, influencer or partner who sent them, and update that referrer on the outcome. Telecallers log every call, and the chosen outcome sends materials and schedules the next follow-up.

CLIENT PROJECT

What it does

In short: every patient traced to its referrer.

Referring doctor records

Doctor profiles hold past interactions, outreach logs and follow-up reminders.

Referral tracking

Each referred patient is linked to the doctor, influencer or partner who sent them, for tracking which referrals turn into visits.

Outcome updates to referrers

After a patient converts, the referring doctor or partner is updated on the outcome.

Influencer campaigns

Influencer profiles hold audience and engagement details, plus social campaigns with internal ratings.

Birthday and anniversary reminders

Staff are prompted to greet doctors, influencers and partners on important dates.

Telecalling desk

Admins import contact lists and allocate calls. Telecallers see scripts and materials while calling.

Outcome-driven follow-up

The call outcome picked from a list sends the right brochure and schedules the next follow-up.

Prospect analytics

New fields, charts and reports were added to the existing prospect module.

BUILT WITH

Angular · Node.js · Express.js · MongoDB · AWS · GitHub Actions · Git

PLATFORMS

Web

SERVICES

- Web application development
- Workflow automation
- Custom software development

WORKING WITH US

How a project runs

The same four stages for every project, with working software early and the option to stop after any stage.

STAGE 1

Audit

We map the current process and agree on a first release.

STAGE 2

Trial

A working version on your data before the full build.

STAGE 3

Build

Weekly working demos, integrated with your systems.

STAGE 4

Go live

Rollout to one team, then company-wide.

INCLUDED IN EVERY QUOTATION

- Written scope with dated milestones
- Testing before delivery
- Documentation for your team
- Weekly working demo
- Code in your repository from day one
- Free bug fixes in the warranty period after launch

OUR PROMISES

- **NDA before anything**
- **You own all the code**
- **Your first call is with a founder**

Planning something similar?

Send us a few lines about your project. A founder replies within 4 business hours with an indicative cost and timeline, free and with no obligation.

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