

NODE.JS AND REACT

The development of **bet.pt**'s loyalty portal



THE COMPANY

bet.pt, a brand of the GOBET – Entretenimento, S.A. group, is the largest sports bookmaker in the regulated market operating in Portugal, having positioned itself as the company with the best promotions on the market and providing the best sports experience to all its players.

With a wide range of games, its areas of activity range from sports betting to casino games (table games or gaming machines).

Operating since 2016, in order to provide a true gaming experience to its users, bet.pt prioritises the online security of bettors, ensuring strategic partnerships at a technological level, that can follow the necessary security guidelines.

THE CHALLENGE

bet.pt, market leader in the world of online gambling in Portugal, felt it could take an innovative step with its business, which would bring it even closer to its customers, without ever giving up its identity.

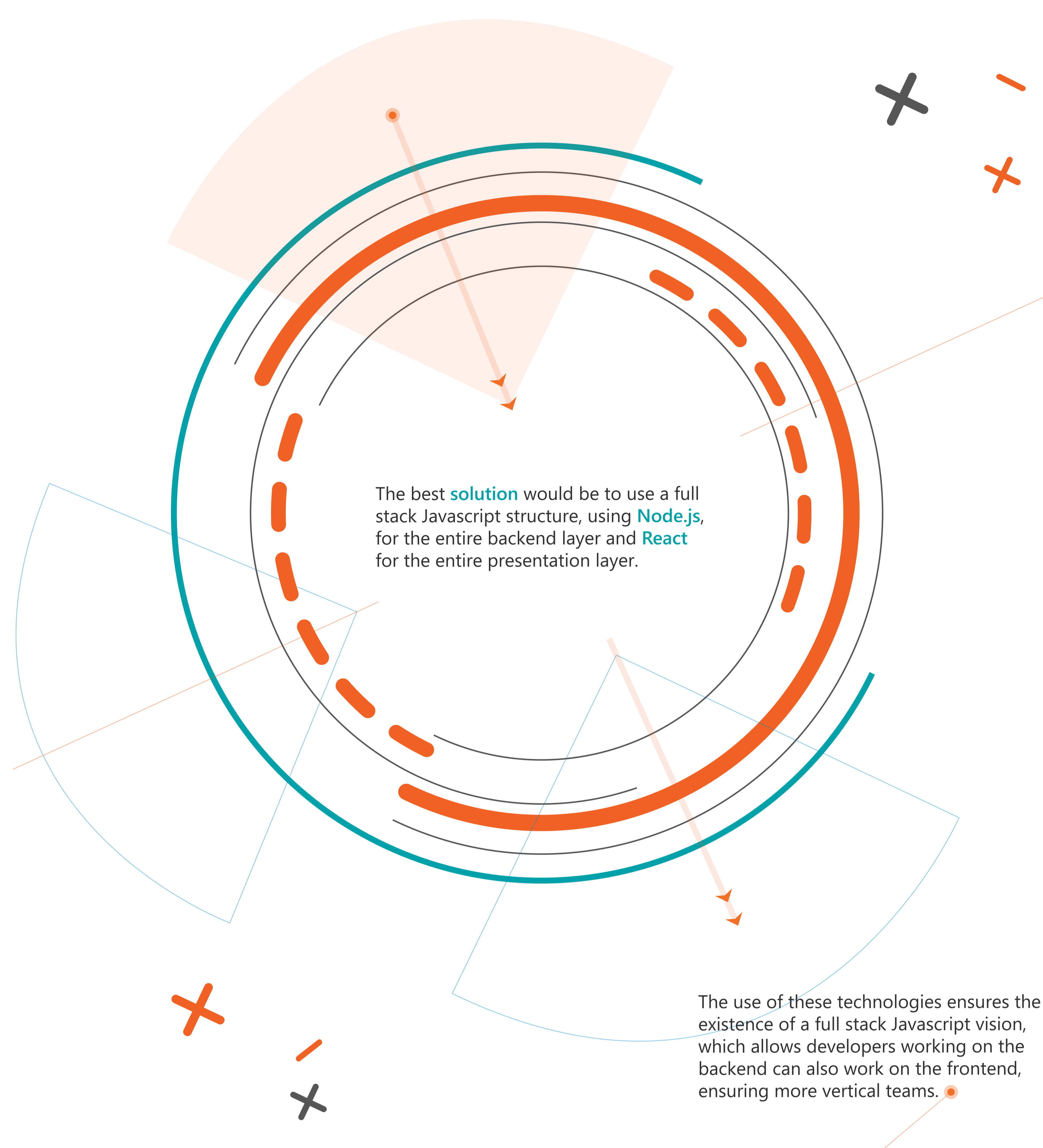
The creation of a successful loyalty programme was, therefore, an essential step in its communication strategy and proximity to its customers, bringing a differentiating and innovative element to the market without ever forgetting its greater identification with the brand.

Creating a loyalty programme was essential to highlight the **communication strategy** and bring **bet.pt closer to its customers**

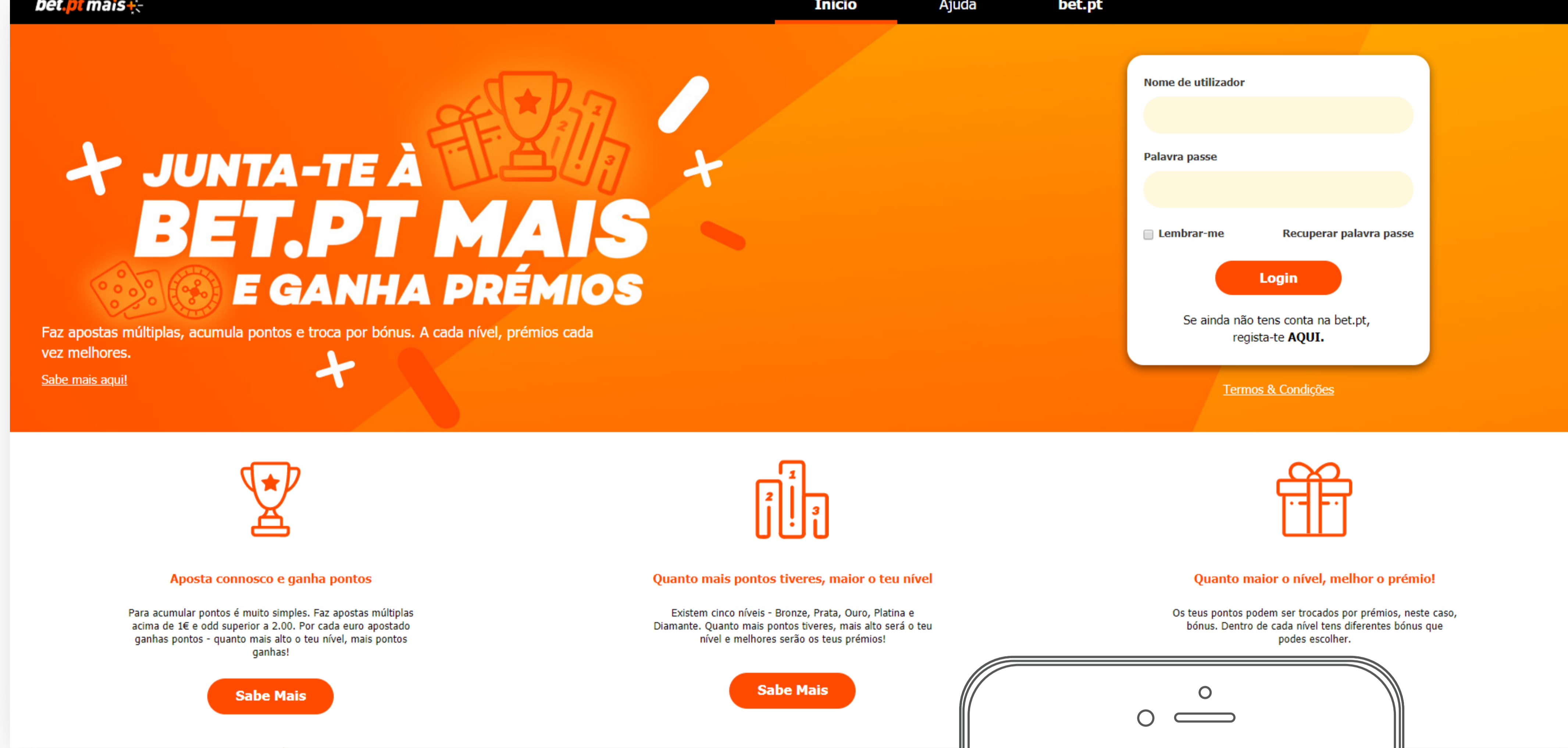
Therefore, it was important that the loyalty programme was made available on a platform that could scale and support any use that the universe of bet.pt customers might require, that made how to use the service clear, and where navigation felt seamless, as if users had never left the main portal.

THE SOLUTION

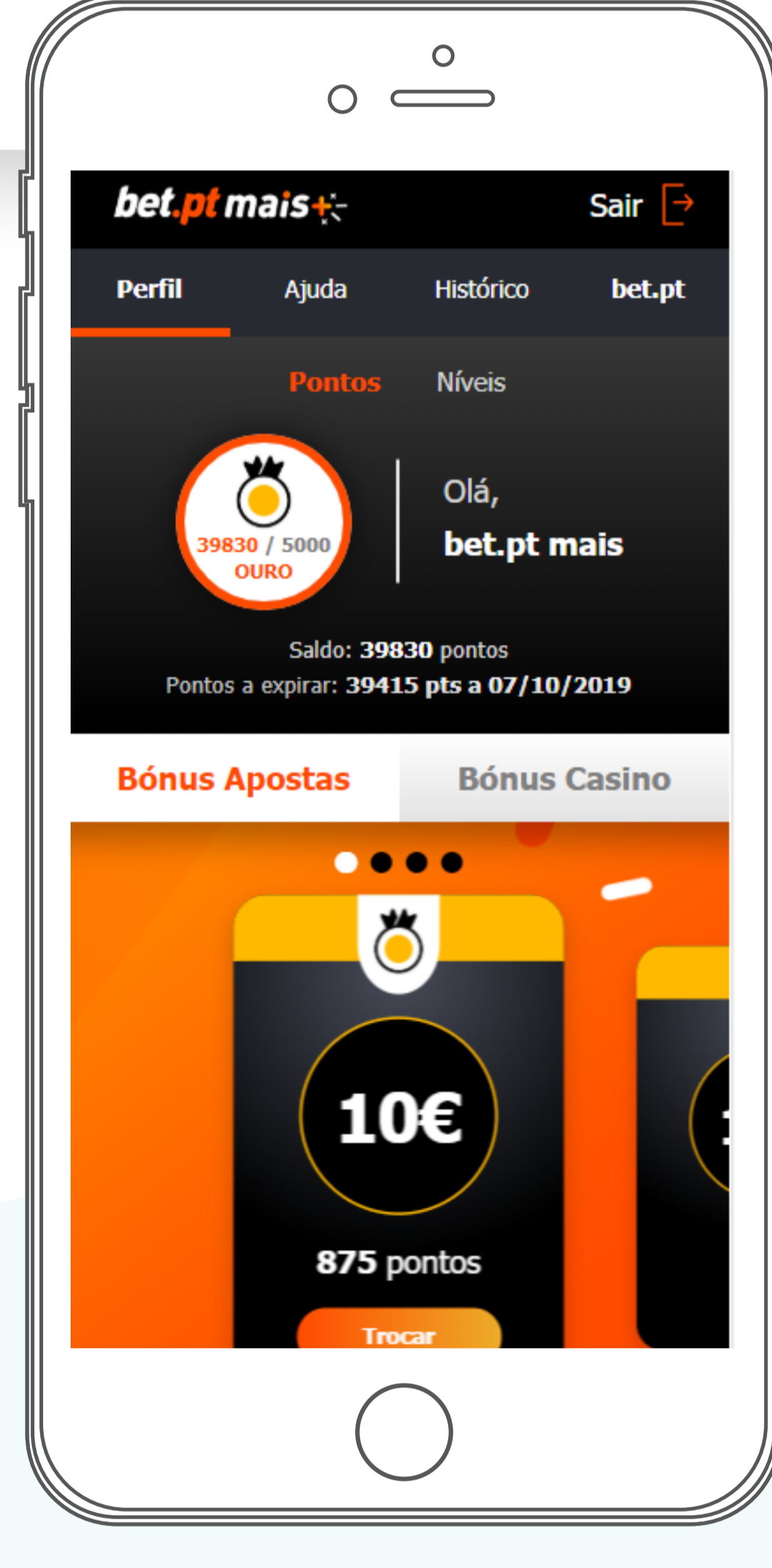
The need to develop a solution that would allow the loyalty portal to grow and scale over time in order to match its potential use, led Xpand IT to look into, together with bet.pt, an analysis of its business needs and a review of the architecture of the systems involved.



The use of these technologies ensures the existence of a full stack Javascript vision, which allows developers working on the backend can also work on the frontend, ensuring more vertical teams.



- At a functional level, the main requirements for the loyalty portal were:
- Ensuring intuitive navigation between the various key components of the application: current status query, point redemption and movement history query;
- Ensuring the ability to customise the information provided in various areas;
- Customer support - development of a back office system (also using Node.js and React).



TECHNOLOGY



React is a Javascript library, created by Facebook, oriented to the presentation layer. It proved to be the best option in this case, due to its innate ability to manage the lifecycle of its components autonomously.



Node.js is a framework that can bring Javascript language into the backend world. It was created to be oriented to the vision of micro services, being ideal for high-frequency request systems, using a single-threaded architecture and non-blocking. In this case, it offers enormous responsiveness and growth, using fewer resources.

BENEFITS

Intuitive, simple navigation (one-click actions) between application components, by creating different tiers

Ensuring more effective customer support by creating a back office area

Development of a multi-platform portal, capable of being supported on multiple browsers and devices

Development of a portal with a unique look and feel

“ This is a solution that allows us to get closer and closer to our players. We live in a world where everyone deserves equal opportunities, but where we want to offer more opportunities and advantages to our best customers. loyalty bet.co.uk plus+ offers just that. A fast solution that lives autonomously and makes us even better market leaders. ”

Bet.pt