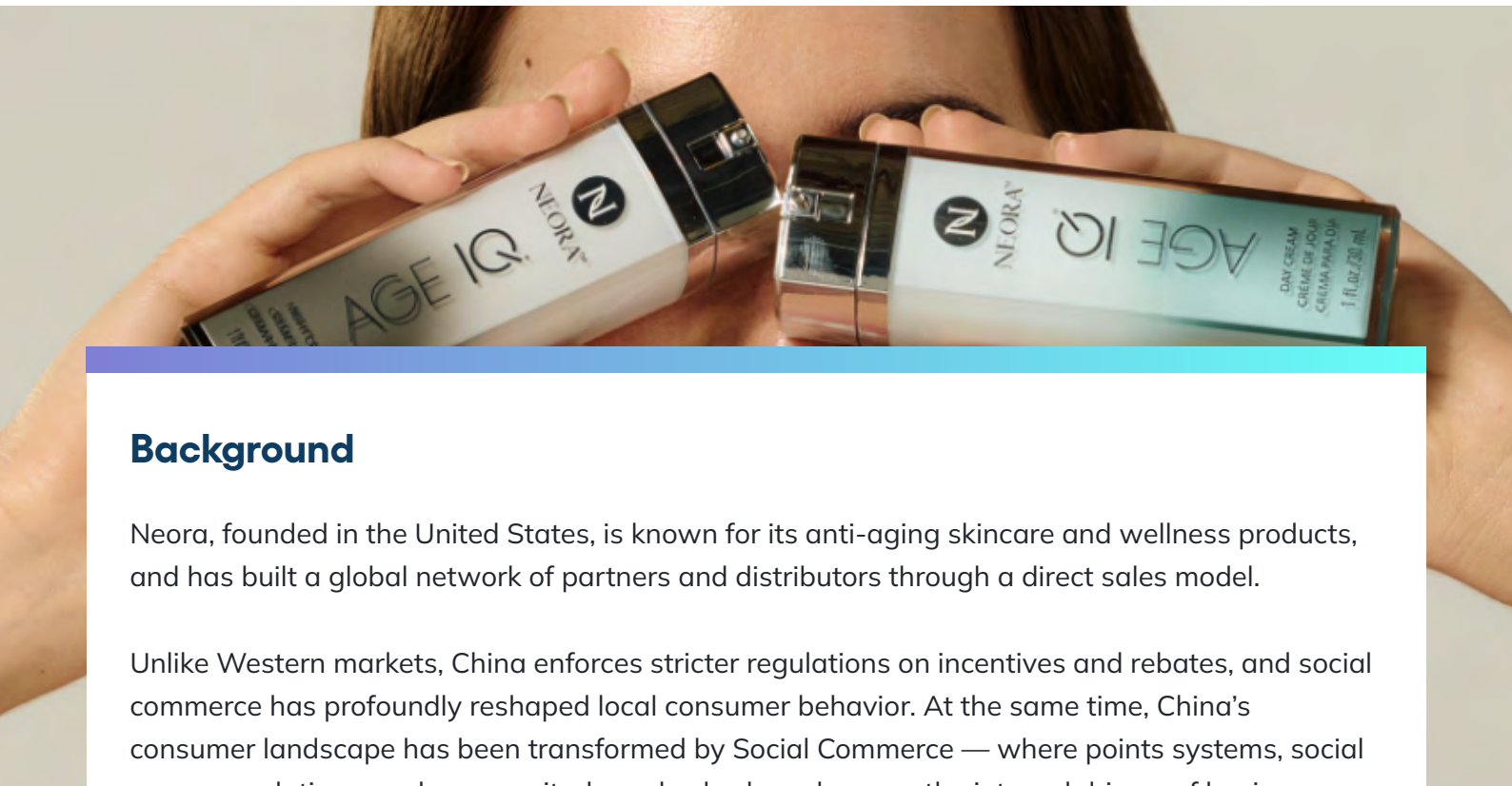




Recommendation & Points Visualization
Dashboard Helps Social Commerce
Expansion in China





Background

Neora, founded in the United States, is known for its anti-aging skincare and wellness products, and has built a global network of partners and distributors through a direct sales model.

Unlike Western markets, China enforces stricter regulations on incentives and rebates, and social commerce has profoundly reshaped local consumer behavior. At the same time, China's consumer landscape has been transformed by Social Commerce — where points systems, social recommendations, and community-based sales have become the internal drivers of business growth. As a result, a robust points system combined with community engagement has become essential for sustainable growth.

To support its entry into the Chinese market, Neora planned to launch a cross-border eCommerce platform and sought a compliant, secure Recommendation & Points Management backend as the core digital foundation for its business expansion.

Challenges

- **Compliance of incentive tiers:** The system needed a visual recommendation mechanism that avoided regulatory risks.
- **Information silos:** Points and referral data were scattered across systems, reducing efficiency.
- **Different role needs:** Consumers care about points credited; while managers focus on user activity.
- **Mobile limitations:** Users expect mobile access, but there was no real-time, convenient mobile entry.
- **Cross-border integration:** The China backend must integrate with the global (U.S.) ERP

Service & Solution

TMO built a custom **Recommendation + Points Visualization Dashboard** for Neora, designed to present referral relationships and points status in a clear, intuitive way. The platform shows user tiers and data transparently and incorporates compliant referral structures to ensure incentive mechanisms meet regulatory requirements. This transparent, well-designed points dashboard helps boost engagement across all user roles.

Compliant Referral Mechanism

The dashboard supports a clear two-tier recommendation display and automatically calculates reward points, clearly defining the incentive source for each user. This structure effectively avoids the compliance risks associated with traditional multi-level distribution models, ensuring transparent incentives and full alignment with regulatory requirements. Under this system, the reward relationships between users are transparent and traceable, strengthening trust in the incentive mechanism and helping Neora maintain stable operations while scaling rapidly.

Role-specific UI/UX Design

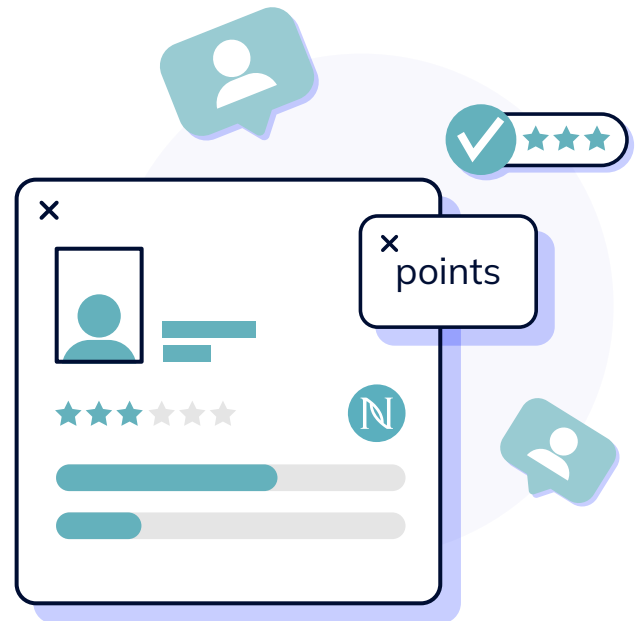
The points system offers role-tailored dashboards. Upon login, users see data most relevant to their role. For example, consumers see orders and points, whereas managers see user activity metrics. This ensures each role can act efficiently.



Visual Points & Progress Dashboard

The referral & points dashboard doesn't just display data, it acts as a gamified¹ task system. Users can clearly see their upgrade path through a progress bar that functions like XP bars in games, providing instant feedback. This creates a "Goal → Reward → Share → Reward Again" viral loop.

Gamification¹: Applying game design elements and principles (such as points, badges, leaderboards, challenges, rewards, etc.) to non-game scenarios (such as e-commerce shopping) to increase user engagement, loyalty, and enjoyment.



Mobile-friendly & Modular Design

Over 70% of e-commerce in China happens via mobile. TMO deeply optimized the Neora project for mobile: layouts and interactions are adapted for small screens (e.g. hamburger menu, card layouts, responsive tables). The front end is built with modular components so each feature can be independent yet extensible.



Incentive-driven, Compliance-aware Cross-border Growth

For a cross-border direct sales company like Neora, the backend's value is not just in points management, it also drives business growth. Transparent incentive systems boost trust and retention; the UI/UX design draws from social commerce traits like community virality while staying within cross-border compliance boundaries, thus laying a solid foundation for Neora's long-term operation in China.

Real-time Integration with International Points Engine

The system connects directly to Neora's U.S. headquarters' ERP, synchronizing and displaying platform data in real time and providing a transparent, trustworthy eCommerce experience for users.

About Us

Who We Are

TMO Group is an international digital commerce agency provider with offices in Singapore, Hong Kong, Shanghai, and Chengdu.

We specialize in providing cutting-edge technology solutions in cross-border e-commerce, B2B digital transformation, data intelligence, and cloud value-added services for medium to large enterprises.

Commerce - Data - AI: We strongly advocate for data-driven approaches and work closely with our clients to provide planning for data systems, from market insights to user behavior data process design, capture, analysis, and operational optimization, to strategize for your future digital transformation.



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