Referron launches 'missing link' - an app to connect with and empower your business champions

Referron, available on the Apple App Store and the Google Play Store, is an app that connects with and empowers the champions of your business to send referrals anytime, anywhere.

Sydney, Australia - 30 May 2013 - Referron has today completed the official launch of its flagship mobile referrals application. Identified as the missing tool for every business that relies on word-of-mouth referrals, Referron directly connects businesses with their champions - those people who enthusiastically support and endorse their products and services.

Todd Heslin, co-founder and Referron architect, says, "Referrals have kept people connected for thousands of years. With the recent move to faceless digital messaging, Referron uses technology to leverage the humanity of connecting with people face-to-face."

The idea was the result of a need of co-founder Ivan Kaye to track referrals within his BSI Group of companies.

Using the smartphone app, just a few taps are all that's needed for the champions to send their friends as qualified prospects to businesses they know, like and trust. Early customers using the app are seeing 3-5x increase in referrals.

"Referron is a game changer," Mr Kaye said. "It is a tool that will make a massive difference to everyone in business and is one of the most exciting business that I have been involved in. With Referron, we can now track and measure our referrals, and as the gurus say, what you can measure you can manage. This is an amazing tool for business - both SMEs and enterprise."

Financial Planner Chris Magnus, one of Referron's first customers, says: "Referron has been a fantastic tool for my business. It has enabled me to receive leads from trusted sources which have so far added $20,000 of revenue in just 1 month! I highly recommend Referron to any business."

Referron has been exhibiting at the CeBIT Technology Conference at the Sydney Convention and Exhibition Centre on Darling Harbour with Technology Partner Prakash Software Solutions Pvt Ltd, based in Gujarat, India. After successfully building the prototype in Australia, Referron engaged Prakash to speed up the development process using its highly skilled and cost-effective team.

Hardik Shah, Managing Director of Prakash Software said, "This is one of the most powerful tools we have been privileged to help build. We are proud to play a part in the development of Referron - this powerful social referral network."

The app is free for anyone to download and begin referring, those who receive referrals can receive three free per month. Businesses can subscribe to unlimited referrals and online management tools for as little as $20 per month. Planned developments for Referron over the next few months include new social networking integration, messaging and business CRM integration.

Download the app:
www.referron.com/iPhone
www.referron.com/android

About Referron
Referron is an Australian mobile startup based in Sydney, NSW and Boston, MA. Founded in early 2012 by Ivan Kaye and Todd Heslin, the team set out with the goal of making it easy for anyone to make referrals to businesses they know, like and trust at anytime, anywhere.

About Prakash Software
Prakash Software is a leading software development business based in Gujarat, India. The team is highly skilled in open source systems such as PHP, Drupal, Joomla, WordPress, Zend and Code Igniter. Prakash Software also have extensive experience of the Microsoft Platforms of ASP.NET, Share Point Server, Telerik, Microsoft Dynamics CRM, Silverlight, MVC, WCF and WPF.

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