

CASE STUDY

GROCERY DELIVERY SERVICE APP

The Challenge

There are many remote families in rural areas of Central and South America that do not have easy access to supermarkets or other ways to get fresh food, but with the proliferation of smartphones, YoYo S.R.L. saw an opportunity to meet this need.

The Solution

To meet this challenge, V-Soft Labs was asked to develop a mobile app reminiscent of the ridesharing app, Uber, with the ability to: create a grocery order, send it to local grocers for approval, have it packed, and then be picked up by a store employee to drive out to the customer's location. In addition to the mobile app, a mobile payment system was adapted to ensure no physical money needed to be exchanged in the process. This increased security and improved loss prevention.

The Result

Remote families are now able to order their groceries, and retailers are obtaining customers they would otherwise never have been able to reach via standard means, which in turn has brought a 28% increase in revenue to local businesses and increased market penetration by 43%.

The Company

Based in the Dominican Republic, YoYo S.R.L. is a company that aims to improve the lives of the communities around them through technology.

28%

Increase in revenue

43%

Increase in communities served