

Success Story: Website development for an important supermarket chain



Rootstack supported Grupo Rey in the development of a website for its Rey Supermarkets chain, functional and dynamic for users.

About Grupo Rey

Supermercados Rey is one of the leading supermarket chains in Panama. Its first store opened in 1911 in Colón, being just a small grocery store, until it became one of the most successful business initiatives of **Grupo Rey**, with 22 active stores throughout the country. This chain is characterized by being always in constant innovation, looking for the way to offer the best experience to the end user, its customers.

Challenge

The digital presence of companies went from being a complement to becoming a necessity in order to position themselves in their target audience. Before making any transaction, users always look for a reference on the Internet of companies, hence the importance of having an optimal website. In the case of Supermercados Rey, belonging to Grupo Rey, it came to Rootstack with the need for a new dynamic and visually attractive website for the user, which would allow it to expand its brand and publicize the variety of products they had in their catalog.

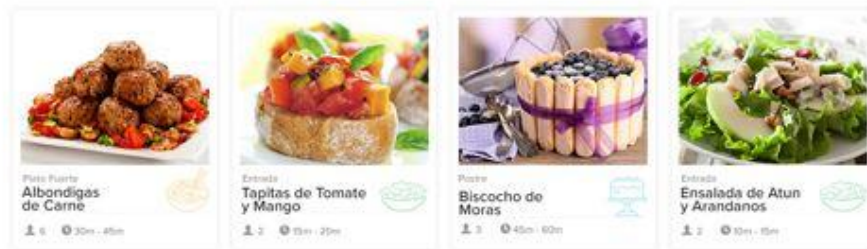
Supermercados Rey already had a website, but it only consisted of a static front page that did not show many details of the chain of stores, which in the end was not beneficial to reinforce the digital image of the brand.

Our solution

At Rootstack, we are known for working tirelessly toward excellence. We created a renewed and modern website for Supermercados Rey, which completely transformed the digital presence of this chain of stores that is located throughout the Panamanian territory.



Recetas destacadas



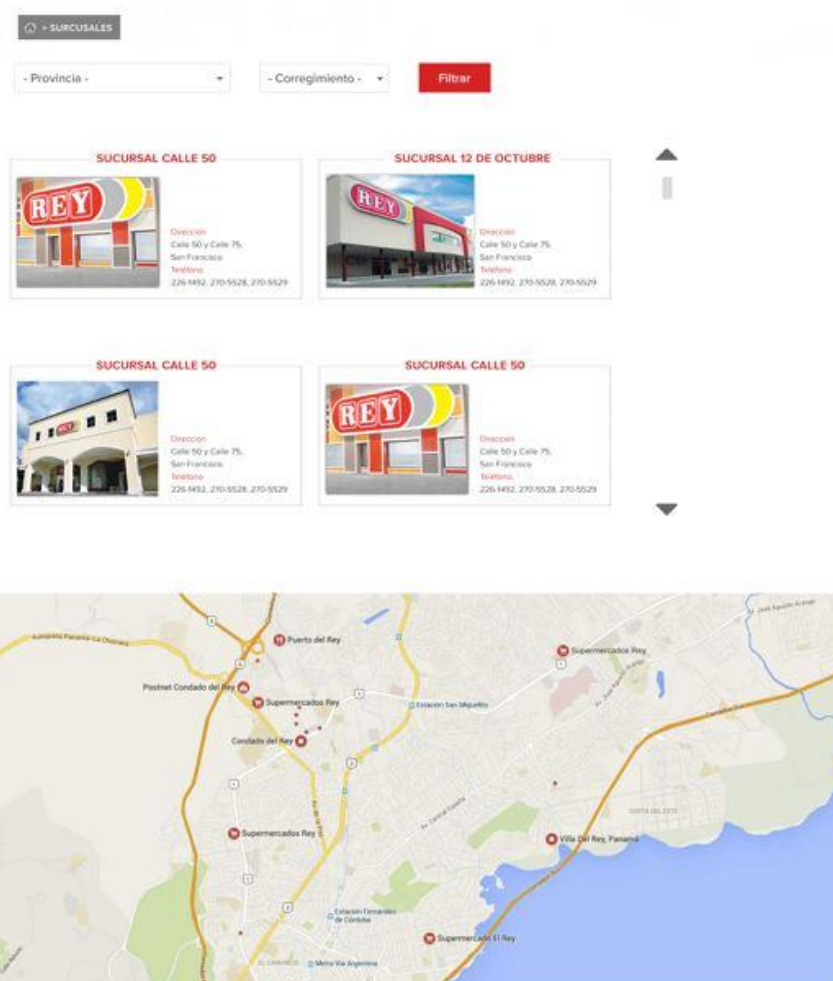
The entire website was created from scratch by our expert software engineers in Drupal, the most flexible and scalable open source CMS used by the world's leading companies. In terms of design, our UX specialists managed to create a modern and clean graphical interface, maximizing the use of white space and images to display the content in an attractive way without overwhelming the user who navigates the page.

Website functionalities

- Geolocation

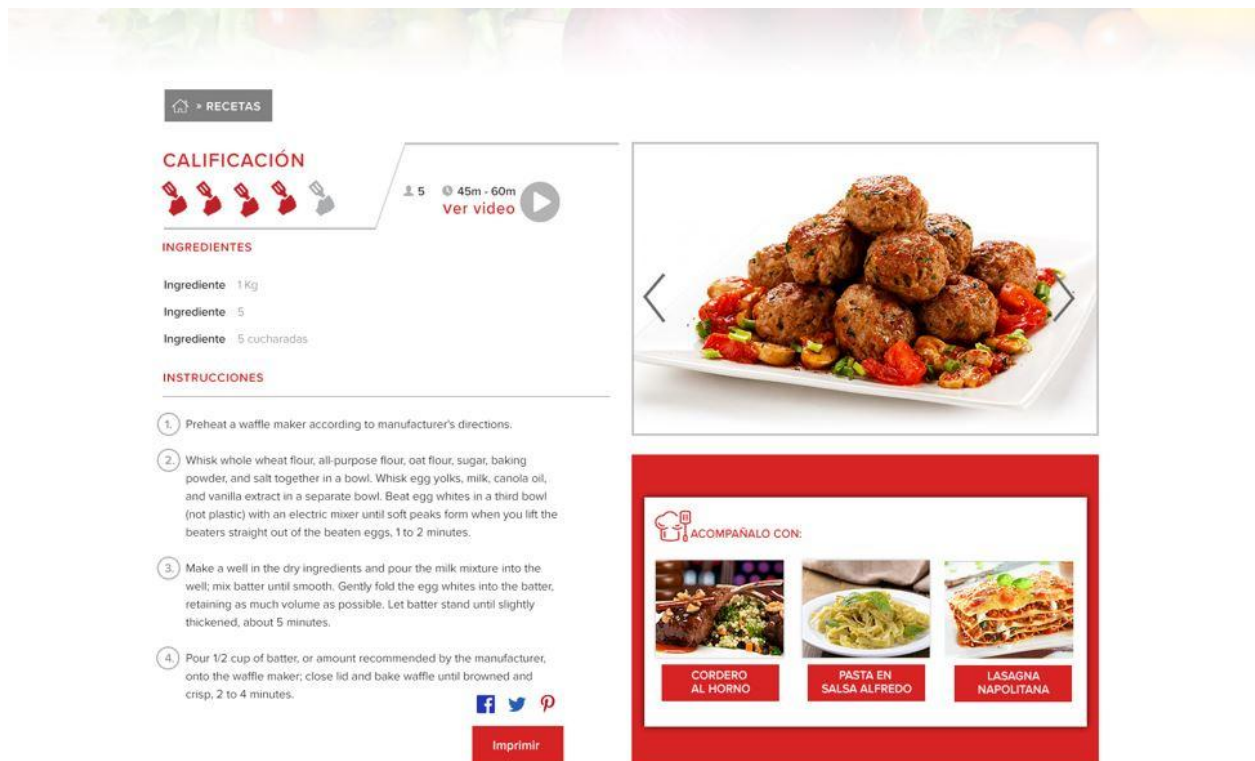
The client asked Rootstack for the geolocation functionality on their website, an implementation that we did successfully, achieving a website that fits perfectly to the location from which the user accesses. It is a very useful aspect since it is a supermarket chain located in different areas of the country, with particularities depending on the geographical area and the different branches.

To help the user to better locate the branches, we designed a special section so that supermarkets could be filtered by province and district, instantly showing their location on Google Maps.



- Recipes

Another of the most important functionalities of the project was the creation of the "Recipes" module, where the user could not only see the recipes published in the catalog but also rate them, leave comments and add them to their "favorites" list, thus personalizing their experience on the website. Also, when accessing each recipe, the user could see a catalog of the foods related to the recipe that were available at Rey Supermarkets.

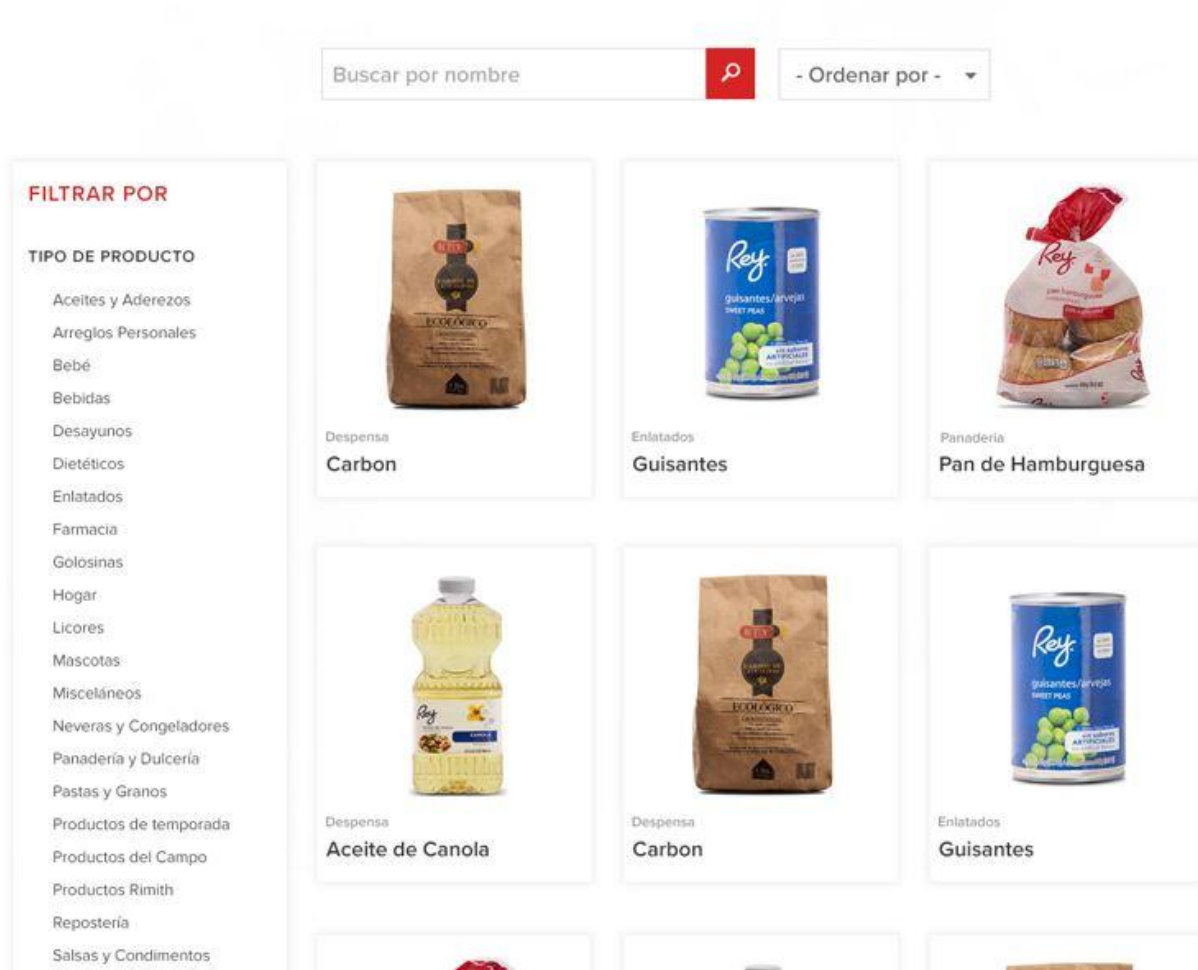


- Personal profile

This website also offered users the option of creating a personal profile, where they could save their favorite recipes, as well as their favorite products from the online catalog of the supermarket chain, in a list of "favorites". In this way, the site administrators could evaluate which was the favorite content of the users, as well as the most demanded products by the customers according to their preferences.

- Catalogue

We built a friendly and easy-to-use product catalog for the end user, which was updated efficiently thanks to the integration with the inventory that we made to work directly from SAP. The interface presented the possibility of filtering products by name, type or brand, offering a positive user experience.



With this new website full of features, Rootstack met customer expectations, marking a before and after in the digital presence of this Grupo Rey supermarket chain. Now, customers will not find a static and archaic website, but a dynamic and highly visual platform, with functionalities that are much more adapted to the needs of the public and their browsing pattern.



With more than 10 years of experience in the technology industry, Roostack and his team of experts are more than ready to help with the digital transformation of your company. Take a leap towards modernity with all the tools and technologies that we offer.