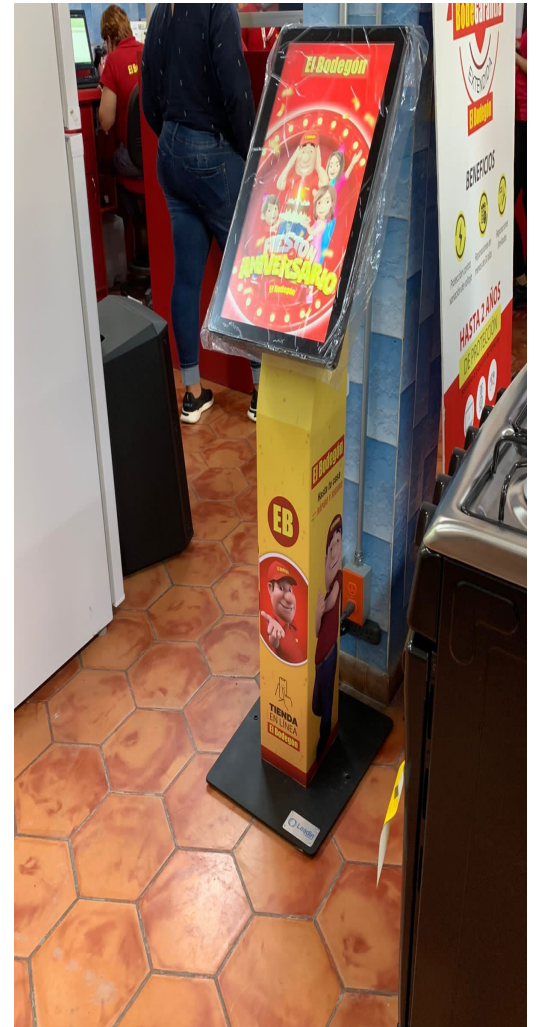


## Bringing an Interactive Customer Experience to El Bodegon

El Bodegon is a chain of stores, owned by industry giant Bodesa, scattered throughout Mexico. With various locations including Puerto Vallarta, Calima, Guanajuato, and Leon; these retail stores offer everything and anything from home appliances, furniture, apparel, and footwear and outdoor equipment.

Since El Bodegon stores carry a wide variety of items throughout their aisles and on their shelves, they wanted to invest in a way for their customers to not only be able to locate items in that store, but also search other locations' physical inventory for items that may be out of stock or not exactly what they are looking for (Think this pair of shoes, but in another color). Additionally, the stores needed a way to advertise promotions, coupons, and specials.

Luis Acosta, the Touch Dynamic Sales Representative for Mexico, states, "The people of Mexico enjoy a fully transparent shopping experience. They want to know what the store they shop in has in stock, where they can find out of stock items, and how to get the best bang for their buck through coupons and promotions. To provide this level of service, this chain realized they needed an update. Not with their already top notch employees, but with the lacking technology throughout their stores."



### Customers

Bodesa  
El Bodegon

### Objective

To offer extended catalog options and promotions through the stores



### Installation

- 100 locations throughout Mexico
- Each location has 1 Qk22 with Android 9
- QkK 22 Android mounted on custom Kiosk



## Implementing a Kiosk Solution

Touch Dynamic supplied 100 El Bodegón locations with one Qk22 all-in-one touchscreen computer with Android 9 to mount on the custom made kiosks provided by the store chain. The Qk22 in Android boasts a 21.5" Projected Capacitive touch screen, 3GB of memory, and several IO ports including a Micro USB for easily and seamlessly uploading promotions and specials to the terminal. This entire installation took place over the summer months of 2022. The kiosk is placed strategically throughout the store for maximum exposure and customer user availability. The bright and elaborate colors of the kiosks make them easy to find while also livening up the store's atmosphere.

Acosta remarks,

*"Making sure that El Bodegón provides fast, efficient and quality service to their customers was a top priority for Touch Dynamic. Through implementation of our POS equipment, Inventory and promotions can be assessed more quickly. Quicker customer service equals more content patrons."*



## Unforgettable Shopping Experience

The implementation of these Kiosks helped El Bodegon to streamline some of their processes and offered them a more efficient means of distributing information to their customers. With Covid 19 still a worldwide health issue for some, these kiosks also offer a level of comfort to those concerned about contracting the virus by cutting back the amount of face to face interaction they need while shopping in the store. El Bodegon was also able to reduce the amount of time it took for customers to get the information they were seeking, making customers happier with the service and more likely to return to the chain. These customers are also more willing to offer referrals to friends, family, and on social media, letting everyone know that El Bodegon provides a top notch shopping experience. El Bodegon has not only happy customers, but also happy employees that have embraced this technology as a new way to interact with customers.

As for El Bodegon chain owner Bodesa, they are already seeing a return on their investment with the implementation of these kiosks and feel it is so successful that they plan to do the same rollout in one of their other subsidiary chains, La Marina. That implementation is scheduled for 2023 and is expected to offer the same level of customer service to the patrons of La Marina stores in Mexico.



## About Touch Dynamic

Founded in August of 2001, Touch Dynamic is an ISO 9001:2015 certified, RSPA award-winning manufacturer of all-in-one touch terminals, kiosks, small form factor PCs, touch screen monitors and mobile POS devices for a variety of industries. Touch Dynamic has leveraged its employees' extensive experience in these markets to develop a focused product line of unmatched quality and features. For more information, please visit [www.touchdynamic.com](http://www.touchdynamic.com).

