GeneXus™
by **Globant**

elgenioX:
The First Super App
in Bolivia

elgenioX

Developed with GeneXus for Super Apps, this robust digital ecosystem offers a variety of integrated services that transform the buying and selling experience for its 50,000+ users.

elgenioX is **the first and only Super App in Bolivia**. It has more than 50,000 users and is part of **DATEC** Corporation, a Bolivian technology company that is also present in **Costa Rica, Honduras** and **El Salvador.**

This digital mall, as the public calls it, allows users to buy and sell a wide range of products, as well as pay bills, purchase event tickets, order food, and hire staff for specific tasks without leaving the application.

It emerged as an e-commerce platform in 2022. By the end of 2023, it had scaled to become a **Super App** with the GeneXus for Super Apps product.

In 2024, this Super App was recognized at **eCommerce Day Bolivia** with the **Best Digital Commerce Service and Solution Provider** Award by the **eCommerce Institute**, a regional nonprofit organization that develops and promotes the digital economy in Latin America.

"**elgenioX** is a new chapter in the history of Bolivia's digital commerce. Through an ecosystem that integrates digital and physical channels, focuses on customer satisfaction and experience, and builds security and trust in transactions, we are transforming the way people buy and sell. This Super App is a completely new experience in Bolivia. What is happening right now is unlike anything that has ever existed in our country," says Gabriela Cano Encinas, General Manager of elgenioX.

It took two and a half months for the development work to be completed. "This is a great success story. We built this solution in record time by bringing together multiple companies and technologies. Also, it is another example of GeneXus' ability to deliver complex solutions in an intuitive and efficient manner," says Laura Aguiar, i+Dev Development Manager.

To access all its features, users only have to download the application, which is available on Google Play and Apple Store, log in and set up payment methods once.

"Benefiting everyone involved is a big part of our value. For businesses, we provide support, advice and guidance to expand their sales throughout Bolivia using a robust digital channel. For users, we provide an enjoyable experience that makes their lives easier and saves them time. The name "elgenioX" is a reference to the experience we want to deliver in all our business units, for both B2B and B2C customers," adds Gabriela Cano.
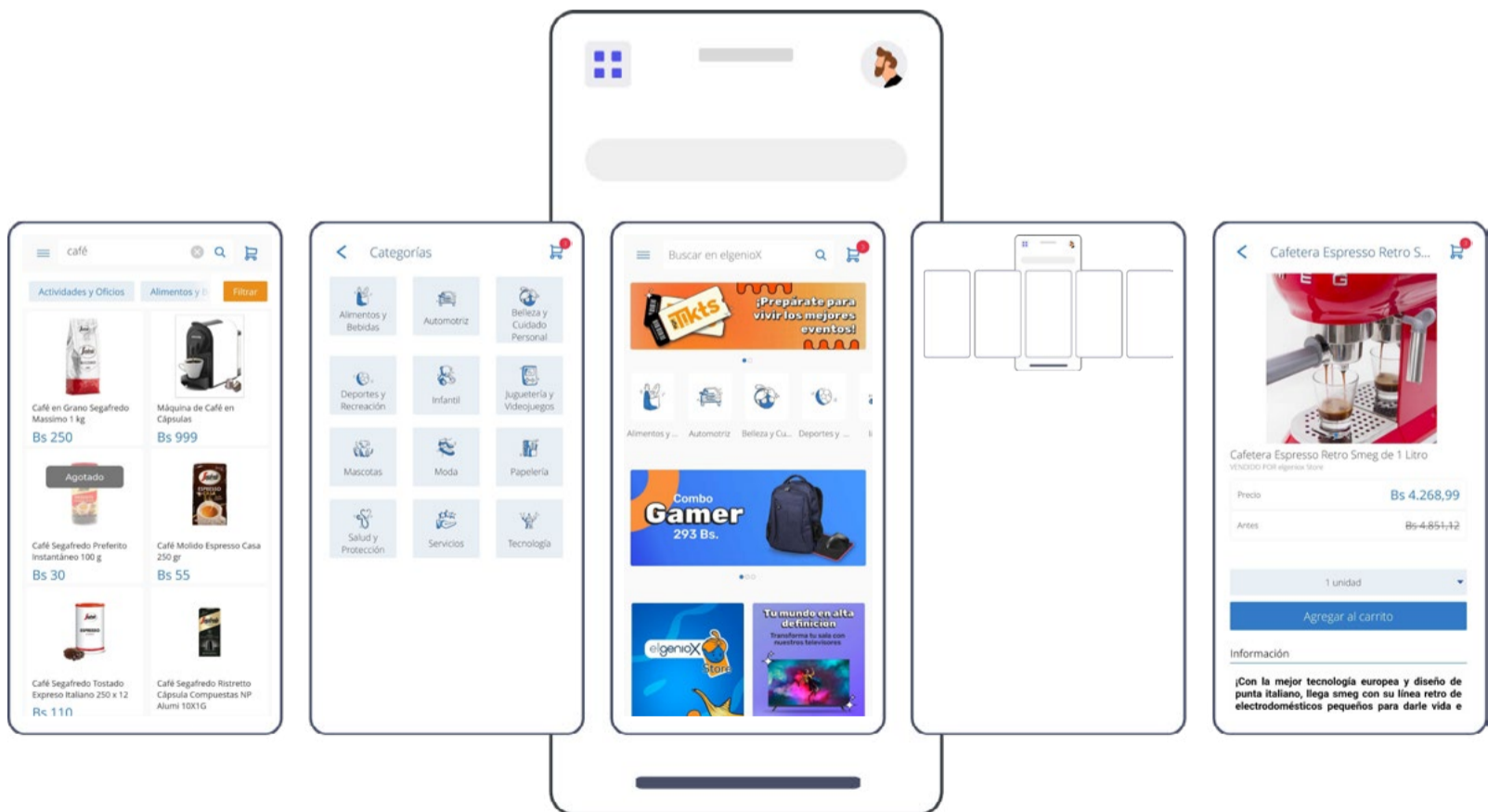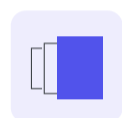
What does elgenioX
offer?

Below are some of the most outstanding features of this Super App:

Integrated Marketplace
Through a single platform, users can make purchases from elgenioX or its Partners. Affiliated merchants have customized digital stores with a name, logo, general information, and product photos.

Product catalog
Products are organized into the following categories: Food and Beverages, Automotive, Beauty and Personal Care, Sports and Recreation, Publishing, Home and Electronics, Kids, Watches and Jewelry, Pets, Fashion, Stationery, Health and Technology.

Feedback
Users can rate any product they have purchased, leave comments, and ask questions.

Home and office solutions
elgenioX goes beyond digital commerce with **egXservicios**, which allows users to hire services such as plumbing, electrical, house cleaning, construction and gardening, as well as air conditioning, swimming pool and water pump maintenance. This functionality simplifies the process of finding and hiring qualified professionals, providing a comprehensive, convenient and secure solution.

Entertainment
With **egXTikts**, the platform makes it easy to buy tickets for all kinds of events, including concerts, theater performances, sports championships, and more.

Delivery

The Super App has its own delivery service called **egXTurbo**. This service is currently only available in Santa Cruz, but will soon be available in other parts of the country. One of its most innovative features is the ability to share deliveries from the same courier. To accomplish this, the application automatically notifies other potential consumers near the person making the request, thus optimizing deliveries and reducing wait times.

In addition, the app will offer a wide range of culinary options, which currently include more than 100 restaurants and typical coffee shops in the city of Santa Cruz. Other stores will be added at a later phase and a new way of ordering food will be introduced through a digital food court. This expansion aims to provide a unique and efficient experience for both consumers and affiliated businesses.

"Our goal is not just to offer a delivery service. It is to offer the best delivery service. When consumers are hungry, we don't want to keep them waiting. We want our delivery drivers to be cared for and our business partners to be happy," adds Cristian Daher, CEO of DATEC.

From the United States to Bolivia

egXLatam is one of the Super App's latest products, and aims to import products directly from the United States to Bolivia.

"We are committed to providing products at lower prices and ensuring they are shipped safely. We know that not everyone has access to international cards. That's why we negotiate directly with the brands to get lower prices through bulk purchasing and make them more affordable," adds Gabriela Cano.

Financial inclusion

To facilitate transactions within the ecosystem, the Super App offers the prepaid card egXPrepago. This is a convenient solution for those who don't have a traditional credit or debit card. It also enables more people to securely access the services and products available on the platform.

Secure payments

To provide added convenience to its users, elgenioX offers several payment methods: QR code payments, credit and debit cards, cash on delivery, mobile wallet and its prepaid card. Regardless of the method chosen, users can rest assured that the payment gateways and payment processing use advanced technology and secure data encryption to ensure the confidentiality of transactions.

"In Bolivia and many parts of Latin America, uploading credit card information is a significant risk. That is why at elgenioX we are building strategic alliances with trusted partners to ensure that our operations are secure and reliable," says Gabriela Cano.

Simplification of payments

With egXPagoServicios, the Super App allows paying for utilities such as water, electricity, telephone and gas, as well as school fees, the Compulsory Traffic Accident Insurance (SOAT), and many other services.

Logistics and deliveries

elgenioX has four pickup points (including two physical stores), located in Santa Cruz de la Sierra, La Paz, and Cochabamba. These options are ideal for those who prefer to pick up their purchases in person.

Two of these locations are physical stores where users can see and examine products before purchasing them. Combining digital and physical channels gives users more flexibility and confidence when shopping, making the experience more seamless and reliable.

Challenges

The report Digital Payments Ecosystems in Latin America and the Caribbean: Country Profiles, published in April 2024 by the IDB, reveals that in Bolivia only 22% of the population makes digital payments, while 41% would like to access these types of transactions but are unable to do so.

The International Labor Organization (ILO) has identified Bolivia as having the highest rate of informal labor in the world, with 85% of its workforce in this category. This percentage is significantly higher than the average for Latin America and the Caribbean, which stands at 53.7%, according to data collected in 2022.

High rates of informality can hinder the adoption of new technologies, as individuals in the informal sector often lack access to educational, financial, and technological resources.

Informality is also present in online sales, where **Facebook Marketplace** is the e-commerce site most widely used by Bolivians despite the lack of guarantees, security problems in transactions, and other risks involved.

The digital divide, income disparity, lack of financial inclusion and education, geographic location, and distrust of digital transactions are among the factors that have hindered the implementation and expansion of e-commerce in Bolivia and other countries in the region.

In light of these circumstances, DATEC sought a solution that would allow people in Bolivia to access quality products through a secure and reliable e-commerce platform.

The following comments from Gabriela Cano Encinas (General Manager) provide insight into the challenges faced in developing Bolivia's first Super App:
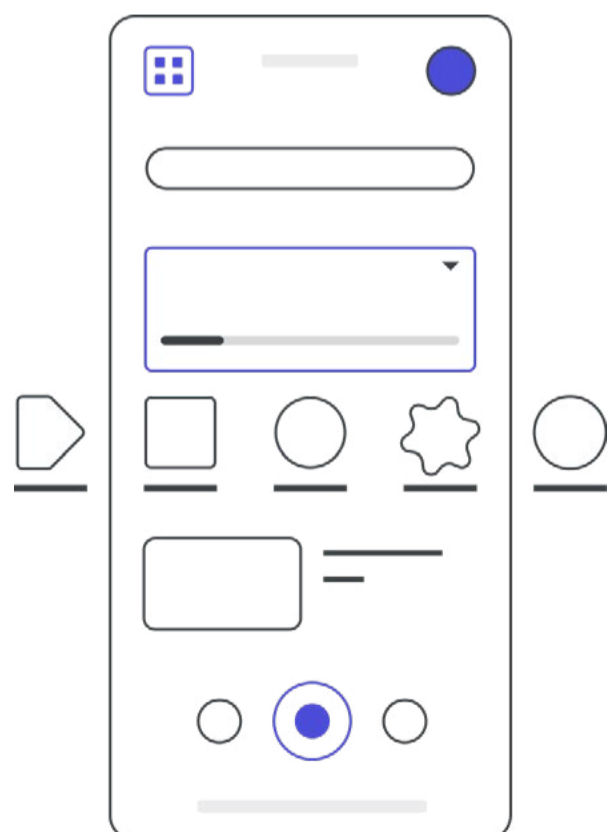
1. Evangelization

"When being disruptive in a market like Bolivia, it is essential to communicate clearly what the product is and its purpose. It is not simply a matter of introducing new concepts, but also about influencing attitudes and behaviors. We must explain to each of our customers and prospects what a Super App is, what a Mini App is, how they can integrate their applications into our ecosystem effectively, and what advantages they have."

2. Trust

GeneXus has a robust architecture that guarantees data security, allowing each Mini App to handle user security and privacy separately. As a result, users are protected at all times.

"DATEC is the largest and most recognized technology company in Bolivia. Only we could offer this technology in our country. Strategic allies such as banks and nationally recognized partners allow us to build customer trust and add value."

3. Solutions

In Bolivia, the bureaucracy and strict protocols involved in obtaining credit and debit cards can make it a complicated process.

As for importing products from Amazon, Alibaba, or AliExpress, there are a number of challenges to be considered, including high costs, fluctuating prices, and a lack of trust in the logistics process.

elgenioX successfully addressed all of the country's e-commerce challenges by providing a fast, cost-effective, user-friendly, and secure solution. "We streamline transactions and ensure products are delivered in optimal condition to buyers."

4. Vision

"In Bolivia, many companies have a preference for more traditional physical channels, and only a few have the foresight to venture into the digital market. Our goal is to promote change within the current culture, paving the way for a more inclusive digital future for all."

5. Adapting to change

"It is crucial to recognize the continued importance of physical stores in the Bolivian market, as they allow us to establish a presence and build trust with our customers. We believe that customers who prefer to do so should have the convenience of picking up their products in person. That is why we are promoting our physical stores alongside our digital channel.

Our physical store is a significant asset that demonstrates our legitimacy and authenticity as a company. However, we always encourage the omnichannel shopping experience. In this sense, our advice to companies is to adapt to these changes and make the digital presence of their brands a priority. In this way, they can avoid the problems faced by large chains such as Macy's, Sears and JC Penney in the United States, which went into decline because they did not join the digital wave, while others such as Walmart and Target managed to survive and adapt.

In Bolivia, we are promoting this culture through elgenioX. We want businesses to use digital tools and our ecosystem to grow with confidence. The digitalization of business is inevitable, and that's why we must embrace it and not be afraid of it; we must understand that the world is going digital. While physical stores will continue to exist, it is critical to plan and adapt to avoid the mistakes that led to the decline of these mega companies in the past."

More about Super Apps

Continue reading to learn more about Super Apps:

1. **Whitepaper.** 38 interesting facts and more you should know about Super Apps and Mini Apps

2. **Whitepaper.** How to scale your business with Super Apps

3. **Playlist.** Super Apps - GX30

4. **Blog.** 4 reasons to build Super Apps and Mini Apps with GeneXus

5. **Blog.** How to transform a native app into a Super App

6. **Blog.** Super Apps: The future of all-in-one digital ecosystems

7. **Blog.** How does a Super App work?

8. **Blog.** Differences between Super Apps, Mini Apps and Mini Programs