



STANDOUT STORE

For three years, Tommy and Grace Ng's casual-dining establishment Jonker Street Malaysian Cuisine in Vancouver, British Columbia's Yaletown neighborhood

struggled. In late 2009, Brett Turner, cofounder of Moeski Consulting, helped the Ngs conceptualize **Fresh Bowl**, a complete restaurant overhaul that traded full service for quick service and Jonker Street's passé interior for a more colorful, modern décor. Today, Fresh Bowl's weekly sales double Jonker Street's numbers and the Ngs are preparing to open a second Vancouver Fresh Bowl in January. Turner discusses the restaurant's metamorphosis.

Why was a quick-service model the solution to your failing concept?

It all begins with the target clientele. Yaletown is an on-the-go place and we had to capture that audience in an operationally manageable way. Plus, we've seen quick serves move increasingly into healthy and ethnic cuisine over the years, so we were confident this would resonate. The Fresh Bowl name clearly represents that shift.

What core changes were necessary to boost business?

We based everything in the concept around the food, the one clear strength, and looked at how we could bring the most food to the most people despite only having 750 square feet. We knew it had to be an inviting, colorful atmosphere that would invite people in ... [and] we expanded into takeout and delivery to create more ordering avenues.

What else needed to be changed to lure a new customer base?

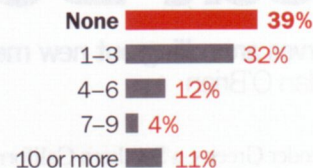
We renamed menu items, dropping the traditional Malaysian names for menu items that were more identifiable. We also added a specialized delivery scooter with a customized rear box that has separate hot and cold compartments for the bowls. Everything was thought out as to what would resonate with customers.

THE NUMBERS

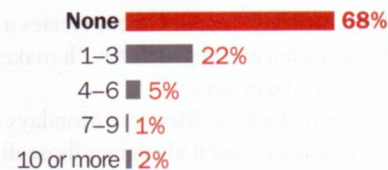
The Effect of Social Media

QUICK-SERVE BRANDS ARE SWARMING ONTO SOCIAL MEDIA, BUT HOW EFFECTIVE IS IT WITH CONSUMERS?

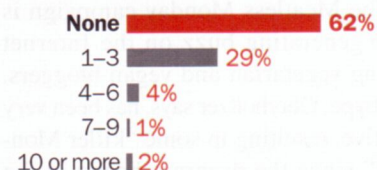
Number of brands consumers follow on Facebook or Twitter



Number of times in the last three months consumers have recommended a brand, product, or service to a friend through social networking



Number of times consumers have followed through with a recommendation



When interacting with a brand on a social networking site, consumers are most likely to:



SOURCE: EMPATHICA