Young entrepreneurs look to Cox Business for startup tech infrastructure

Background

Arizona State University grads Jimmy Li and Anita Zhou left their corporate jobs betting that Arizonans would flock to the idea of a new, eye-popping, Hawaiian/Latino fusion Poke restaurant concept. They dreamed up sushi burritos built on a customized seaweed roll the size of two hands, encasing fresh, sustainable, sushi-grade fish from Hawaii and perfectly paired toppings from a Subway®-like counter.

The Challenge

Before "Pokitrition" could become a reality, Li and Zhou needed to build a technology infrastructure to support a quick-serve concept that would rely heavily on orders placed online through the restaurant's app. Online orders would need to be seen on tablets in the restaurant's kitchen and then be prepared for curbside pickup or delivery. Customers would also be able to dine in.

"We were just starting out and didn't have any money," says Li, sharing, "We were trying to save anywhere we could, and I needed to do as much as I could by myself. I thought I knew a little bit about hooking up cable lines, but once I got down to it, I realized it was kind of tough."

The Cox Business Solution

Li reached out to Cox Business for help. "They walked me through the self-install step by step, telling me which cords went where to connect various devices like my printer, computers, security and my POS (point of sale) system."

Cox Business internet and WiFi are Pokitrition's lifeblood

The internet from Cox Business is Pokitrition's access to the digital world, according to Li. "I wouldn't be able to run my business without Cox Business internet and WiFi. It connects our POS system, delivery tablets, video surveillance, alarms, and backend operations system. It also facilitates credit card processing and gives us the ability to offer guests WiFi access," he explains.

Cox Business's digital phone service is a bridge to Pokitrition's customers

Just as the internet is the technology backbone for Pokitrition, Li equally relies on Cox Business' digital phone service as a bridge between the restaurant and its guests. If anything happens with an order, or there is an issue with delivery, or a customer doesn't know how to order online, they need clear and direct access to Pokitrition by phone. "Customers get 'hangry' and they want their food. They want it to be correct and done on time," says Li emphatically. Cox Business helps make sure that each customer is served by providing a reliable, crystal-clear phone line so customers can always reach the store.

Cox Business stays on top of everything as Pokitrition expands

The Pokitrition brand has caught fire since the first restaurant opened in Chandler four years ago, with other locations since popping up in Phoenix, downtown Scottsdale, a new store near Salt River Fields, and another location planned to open at Westgate. Li has always relied on Cox Business to connect his stores. He remembers how Cox Business helped Pokitrition get started, teaching him how to complete a self-install of his internet service. "That created a lasting impression on me," Li shares.

Cox Business will be there every step of the way

Pokitrition is winning accolades such as "Best Poke" and "Best Place to Take a Foodie" from the Phoenix New Times. The concept also scored "Best Overall Food" from the Scottsdale Culinary Festival. Li enjoys being an entrepreneur and has parlayed his success into a new cereal-infused ice cream concept in Chandler called Rewind Treats. He says proudly, "Every business that I open goes straight to Cox Business for communications technology. It's reliable, fast, and I have a direct line to my Cox Business representative."