

SENSORY & CONSUMER TESTING FOR:

Retail & Restaurants

Test, Refine, and Scale Winning Food & Retail Experiences

In restaurants and retail, every detail shapes the customer experience — from flavor and freshness to signage and store layout. Compusense gives your teams the tools to run meaningful tests on menu items, packaging, and in-store elements, so you can optimize offerings, respond to feedback, and deliver consistent, on-brand experiences across locations.

Key Benefits:

Seamless Test Management

- **Intuitive Design Tools:** Easily build tests with our drag-and-drop interface and 40+ question types to evaluate new menu items, prepared food products, packaging, signage, or in-store experiences.
- **Versatile Methodologies:** Run discrimination tests for recipe adjustments or preparation changes, descriptive evaluations with trained staff or culinary teams, and consumer testing to assess appeal, satisfaction, and intent to purchase.
- **Template Library:** Standardize testing protocols for evaluating seasonal items, promotional offerings, or packaging changes across multiple store or restaurant locations.
- **Training Panelists:** Train in-house staff or tasting panels to consistently evaluate flavor, texture, temperature, presentation, and portion satisfaction.

Flexible Panelist Management

- **Panelist Library:** Organize testers by location, loyalty status, demographic segment, or purchase behavior to ensure targeted feedback on menu items or retail offerings.
- **Recruiting:** Screen and select customers, employees, or panelists and allow them to self-schedule for taste tests, dine-in trials, or in-store product evaluations — ensuring balanced participation across time slots, locations, and store zones.
- **Panelist Rewards:** Manage loyalty incentives, store credit, or in-app rewards for participants in pilot menu or product tests.
- **Panelist SSO:** Enable easy and secure access for recurring panelists or internal staff through Single Sign-On, improving participation and reducing friction.

Robust Analytics & Reporting

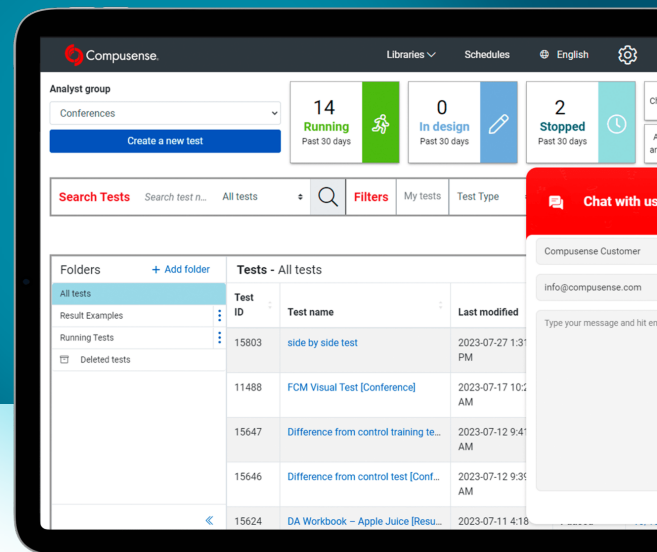
- **One-Click Statistics:** Instantly generate reports on customer liking, sensory feedback, or purchase intent across menu items or store displays and export them to PowerPoint, Excel, or Word.
- **AI Comment Analysis:** Use AI to analyze open-ended customer feedback from product tests or in-store experiences to identify recurring themes and improvement opportunities.
- **Visual Data Exploration:** Create compelling visuals to compare results across locations, menu variants, or customer segments to support merchandising and culinary strategy.
- **Cross Study-Insights:** Combine data from multiple tests to track trends in menu preference, product appeal, or regional differences in customer behavior, helping guide future offerings.

"Compusense has been an invaluable part of our product development process! We are able to utilize quick ballot creation, customizable questions and easy statistical analysis with fast report generation."

— Sensory Scientist, Retail Grocer Company

Quality Testing

Your customers depend on consistent ingredient performance. Compusense quality testing tools help you maintain specifications, validate supplier changes, and provide the confidence your customers need.



Key Benefits:

Streamlined Workflow



Standardize QC evaluations for menu items, prepared foods, private-label products, or in-store packaging across locations — ensuring consistent delivery of taste, texture, appearance, and service expectations.



Limit staff or analyst access to approved templates and test functions, so quality checks follow consistent protocols across kitchen staff, regional QA teams, or store-level operations.

API Integration



Connect with your internal databases or POS systems to auto-populate product names, SKUs, or recipes into tests, reducing errors and ensuring traceability across SKUs and regional offerings.



Feed test results directly into platforms like Power BI or Tableau to monitor trends in customer satisfaction, product quality, and location-specific performance in real time.

Easy Reporting



Instantly generate quality reports for product appearance, portion consistency, preparation accuracy, or packaging integrity — ideal for QA teams, culinary managers, or franchise operators.



Compare performance across restaurants, store formats, or regional kitchens to spot quality gaps, uncover root causes, and ensure brand consistency at every touchpoint.

Dedicated Support for Your Research Success

Compusense delivers award-winning support that sets the standard in sensory and consumer research. Our experienced team provides expert guidance on everything from test design and statistical analysis to research best practices. Support is available from 3 am to 6 pm EST in English, French, and Spanish, with 97% of inquiries resolved within 24 hours. We continuously improve our platform based on client feedback and industry trends, helping you stay ahead in a fast-evolving research landscape.



Scan the QR code or visit compusense.com/demo to request a demo and discover how Compusense can improve your flavor R&D and quality workflows.

