



17.09.2025/
CONSUMER INSIGHT IN THE AI ERA

Agenda

1. Quickly About Feedback
2. The Importance of Data
3. Traditional Analytics
4. Lessons Learned
5. Analytics Powered by AI





Daniel Chaibi

CPO/CTO & Co-Founder of Feedback

Love technology and what it enables

NORDIC QUALITY & INNOVATION

Trusted Globally

Founded in 2013, Foodback provides a consumer feedback and insights solution that helps businesses improve their customer experiences. Trusted by brands across 10+ countries and 500 cities, Foodback enables companies to gain valuable insights and discover new opportunities.

Our goal is to help our customers make informed decisions and build stronger relationships with their consumers.




GLOBAL OFFICES



GLOBAL PRESENCE




Toronto Zoo
Toronto, Canada



West Elara
Northsea



Egon Byporten
Oslo, Norge



Rogers Place
Alberta, Canada



Cornell University
New York, USA



Sodexo
London, UK




Cambridge R&D
Cambridge, UK




Javits Convention Center
New York City, NY, US



Performing Arts Center
Louisville, KY, US



Maple Leaf Lounge
LAX, LA, CA



DnB Bjørvika
Oslo



How Customers Engage

No Apps, No Log-ins, No Survey Fatigue & Fully GDPR Compliant

High Response Rates

We have industry-leading response rates of up to 30%

Super Fast

A Foodback survey is done in about 20 seconds

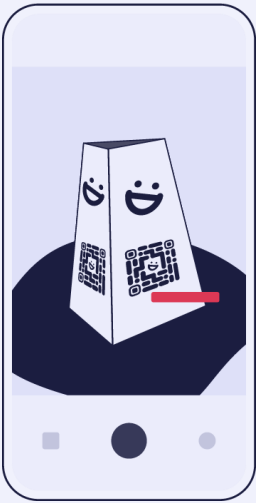
QR Preparation



Add QR to Material/Packaging

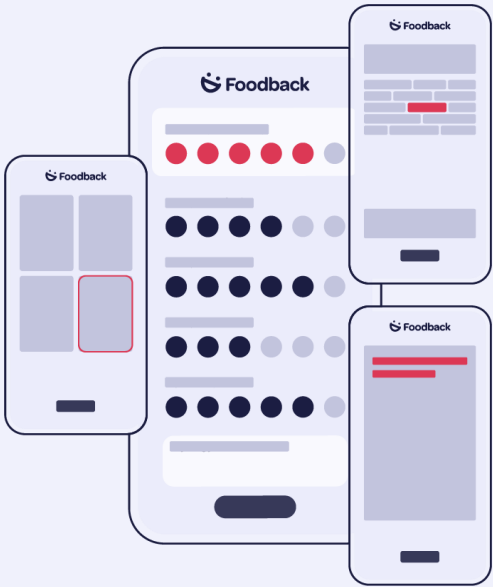
Either redirect an existing QR to Foodback, or collaborate with our Customer Success and design team to get you started.

The User Experience



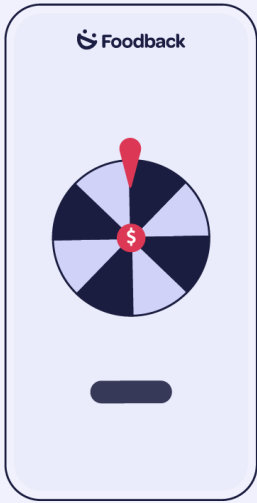
Scan

Visibly display the QR and your job is done. The customer does the rest.



Answer

Customer answers our 20 second smart and rotating surveys, collecting fragments of data from everyone, everywhere, 24/7.



Reward

Our fun and engaging happy wheel, where the prizes are automatically delivered.



Engage

End every survey with an eye-catching advertisement with the campaign important to you.

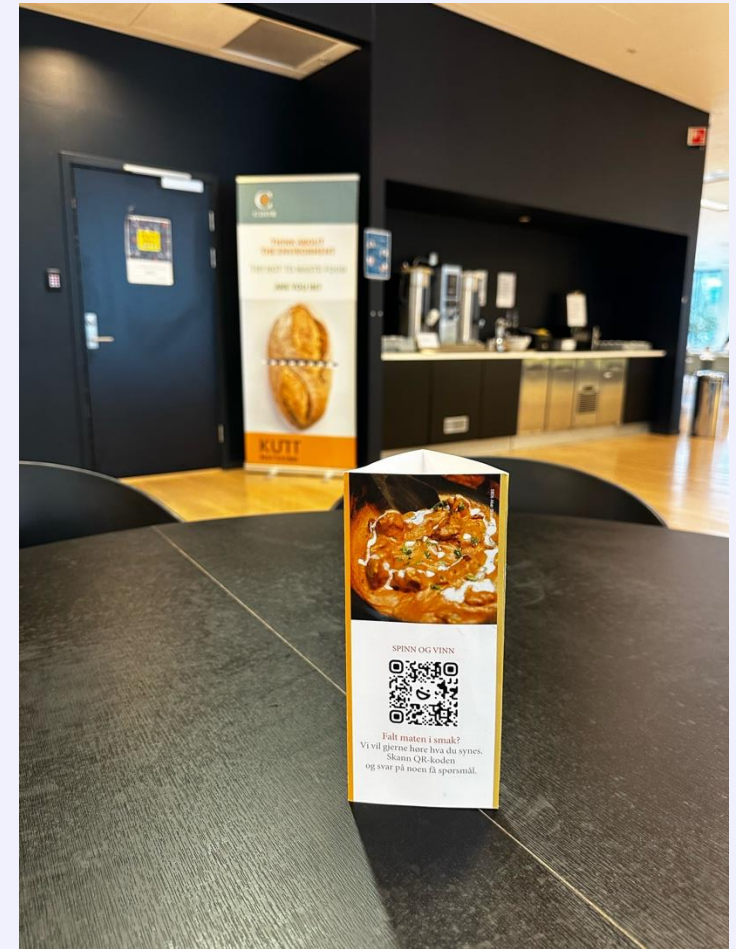
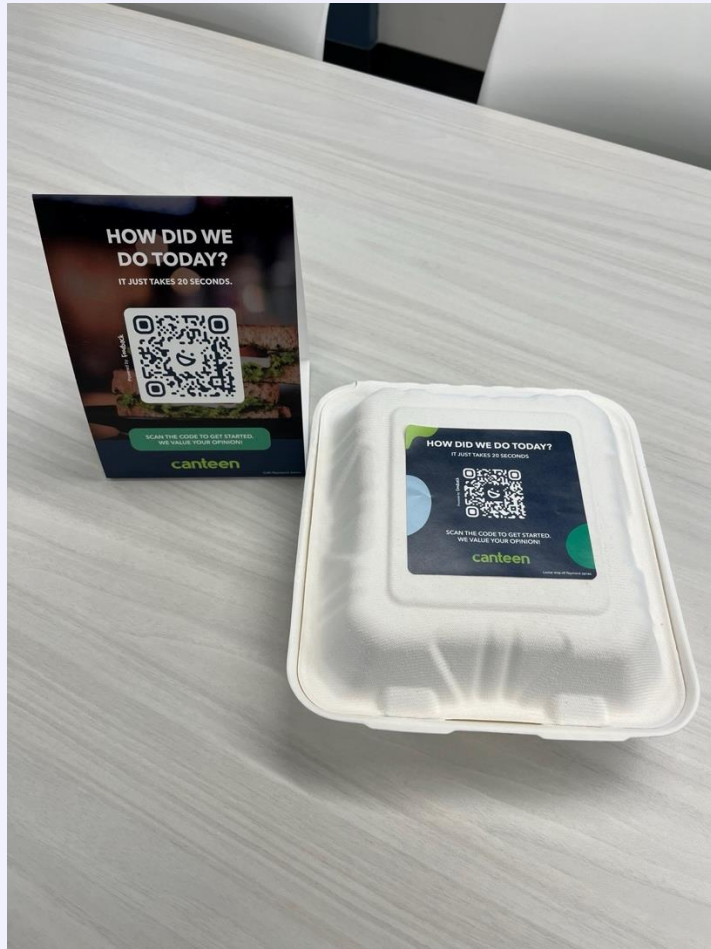


Stickers



24

Table Tents



Digital Signage



How satisfied are you with...



The overall experience today

1



Meal

2

- The taste experience
- Our selection of food
- Our opening hours
- The serving temperature
- The size of the portions
- And more...

Your custom questions in this category



Service

3

- How we welcomed you
- Our knowledge of the food
- Follow-up during the meal
- Delivery time of the food
- How we cleared the table
- And more...

Your custom questions in this category



Atmosphere

4

- The dress code of our staff
- The human touch of our service
- The lighting
- The volume of the music
- The acoustics (sound)
- The temperature inside
- And more...

Your custom questions in this category



Restaurant

5

- Our opening hours
- How the table was set
- Cleanliness of the restrooms
- Our interior and décor
- The seating comfort
- And more...

Your custom questions in this category

● Guest 1 ● Guest 2 ● Guest 3

Each guest receives different specific questions, ensuring you get all the answers you need.

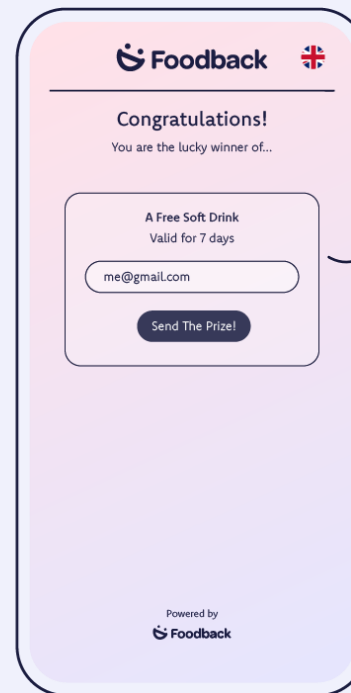
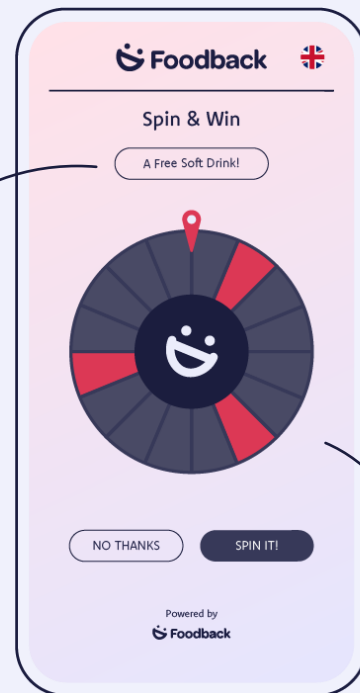


Happy Wheel

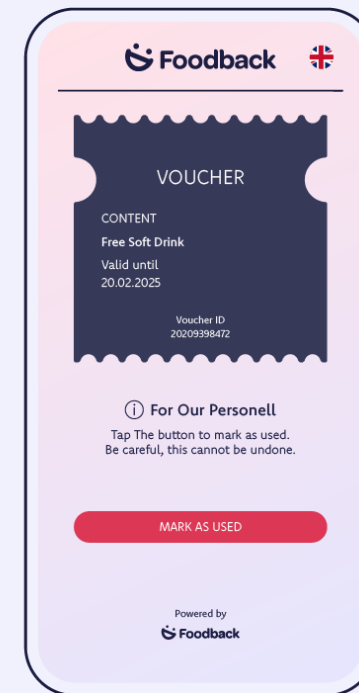
Incentivize guests with rewards. You choose the prizes and how often they are given!

You have full control
of status via the
voucher dashboard

Set your own prize
(i.e free lunch,
coffee or 50% off
next meal)



Valid for the # of days you choose



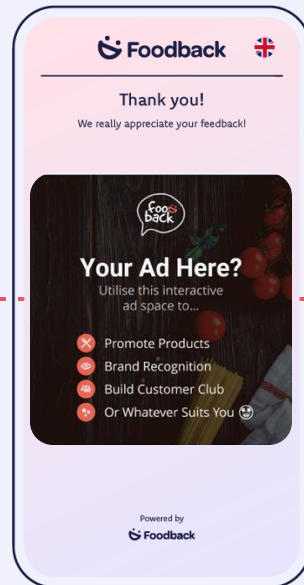
An easy-to-use voucher is
emailed to your customer

You decide the prize
and win frequency



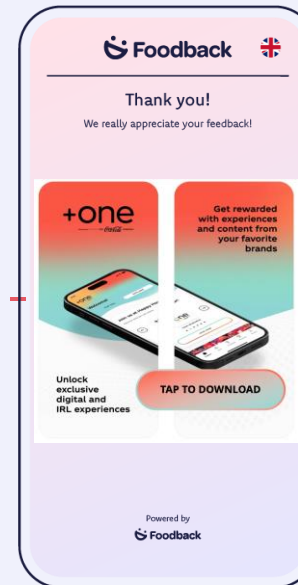
Engage and Promote

Build your loyalty and brand awareness, upsell, promote campaigns, and boost social engagement.



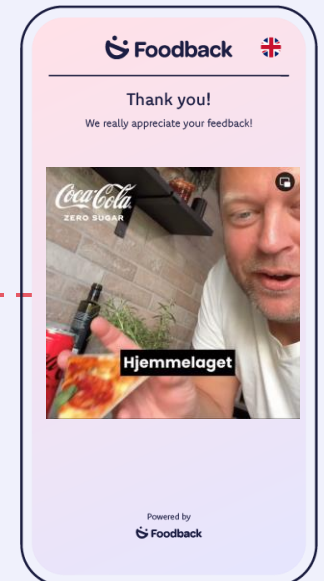
Engage
Create engagement and interactions with your fans

Promote
Upsell, Promote Campaigns and New Products/Services

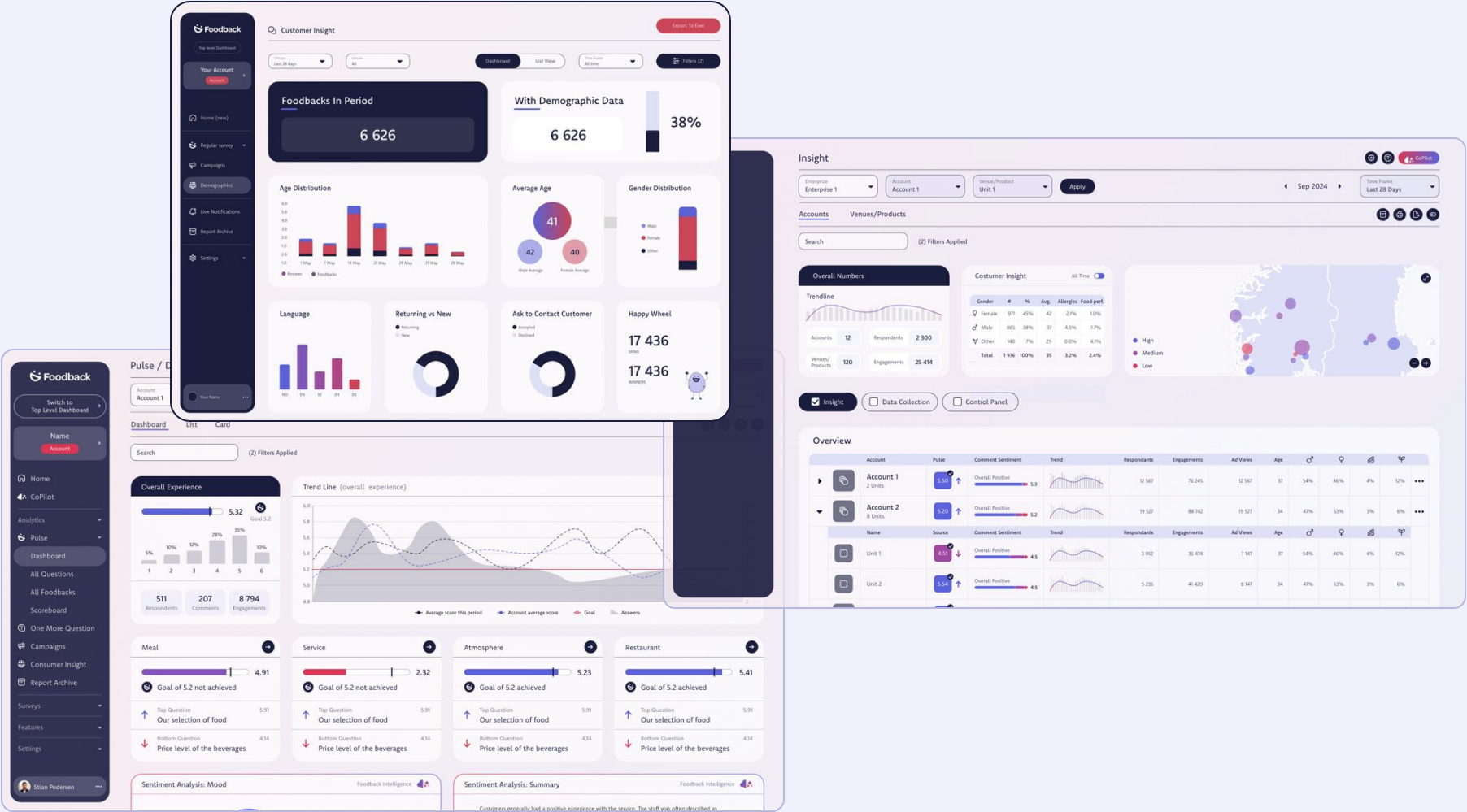


Boost Downloads
Boost downloads of your mobile app

Stories
Share brand stories with motion pictures



Analytics



02

The Importance of Data



“

Proprietary customer data help build competitive defences, offers lasting value, and leads to improvements that can't be easily imitated.

Harvard Business Review

Available Data & Insight



Consumer Feedback & Insight



Internal procedures



Financial Data



Strategy Documents



Operational Data



The Hawthorne Effect

When employees know eyes are on them:

- Friendliness increases by 15%
- Service increases by 11-14%
- 30% more likely to resolve guest problems proactively
- Improve upsell success by 13%
- Organizations with high employee engagement are 23% more profitable and 18% more productive
- Data driven companies are 23 times more likely to acquire customers, 6 times as likely to retain them and 19 times as likely to be profitable



Consumers Want to Leave Feedback

DnB Bjørvika (Sodexo)



September 2019:

1 030

Year 1

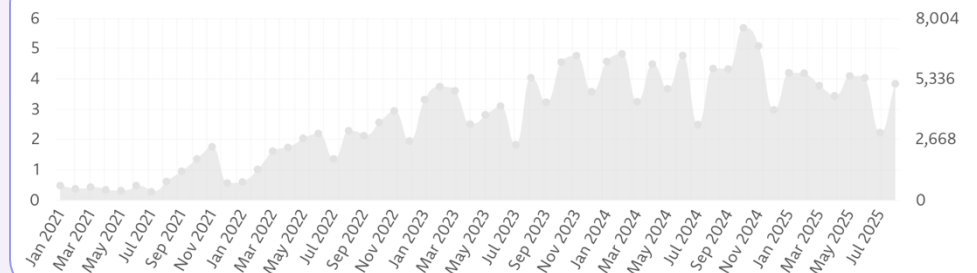
31 141

August 2025

5 601

Year 6

64 382



Consumers Want to Leave Feedback

Coor Service Management



Total Foodbacks

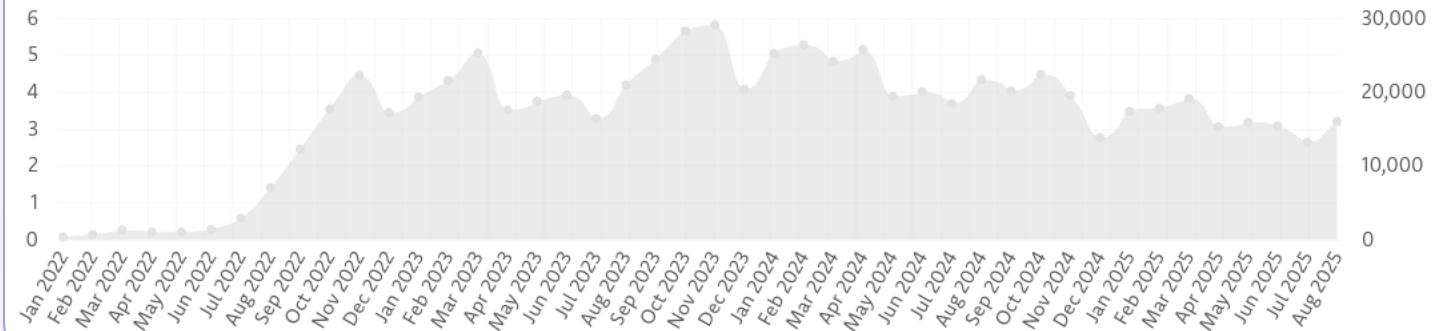
750 000

Total Comments

75 000

Data Points

5M+



Customer Feedback as Requirement in Tenders



Customer feedback is an increasing trend in canteen service tenders. It ensures continuous improvement, aligns services with user needs, and strengthens accountability.

03

Traditional Analytics



Switch to
Top Level Dashboard

Name

Account

Home

CoPilot

Analytics

Pulse

Dashboard

All Questions

All Feedbacks

Scoreboard

One More Question

Campaigns

Consumer Insight

Report Archive

Surveys

Features

Settings

Stian Pedersen

Pulse / Dashboard

Account
Account 1

Venue/Product
Unit 1

Apply

◀ Sep 2024 ▶

Time Frame
Last 28 Days

Dashboard

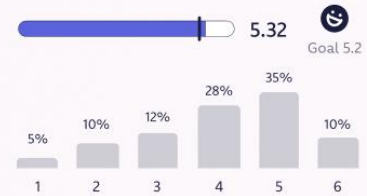
List

Card

Search

(2) Filters Applied

Overall Experience

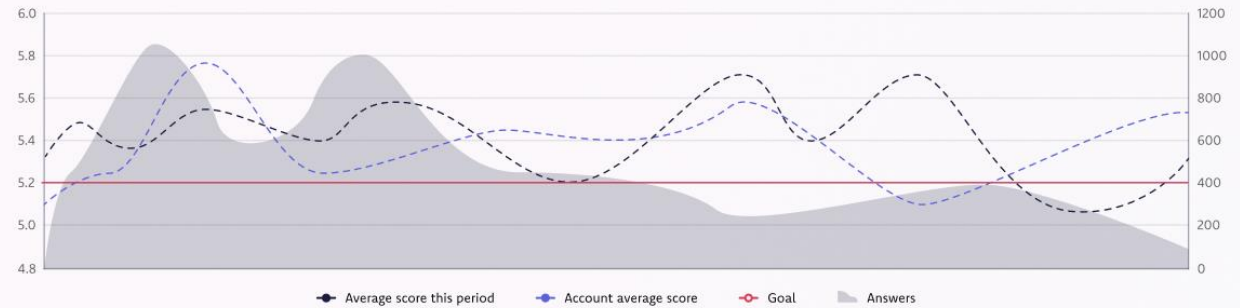


511
Respondents

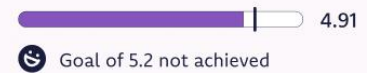
207
Comments

8 794
Engagements

Trend Line (overall experience)



Meal



↑ Top Question
Our selection of food 5.91

↓ Bottom Question
Price level of the beverages 4.14

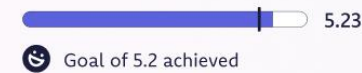
Service



↑ Top Question
Our selection of food 5.91

↓ Bottom Question
Price level of the beverages 4.14

Atmosphere



↑ Top Question
Our selection of food 5.91

↓ Bottom Question
Price level of the beverages 4.14

Restaurant



↑ Top Question
Our selection of food 5.91

↓ Bottom Question
Price level of the beverages 4.14

Sentiment Analysis: Mood

Feedback Intelligence

Sentiment Analysis: Summary

Feedback Intelligence

Customers generally had a positive experience with the service. The staff was often described as

Consumers



Enterprise X

Account
All Accounts

Venue/Product
All Units

Apply

Sep 2024

Time Frame
Last 28 Days

Dashboard

List View



Search

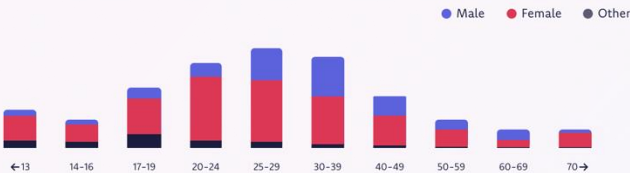
(2) Filters Applied

Average Age

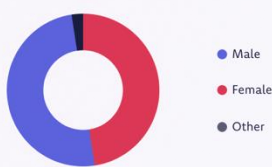


All 12
Female 2 300
Other 120
Male 25 414

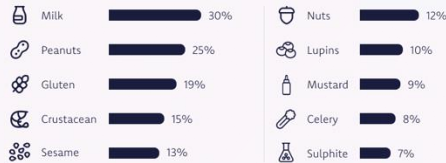
Age Group - Stacked By Gender



Gender Distribution



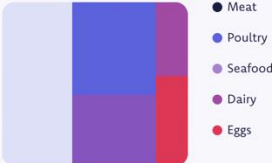
Allergies



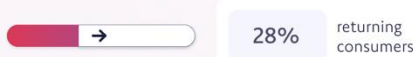
Food Preferences



Plant-based



Return Rate



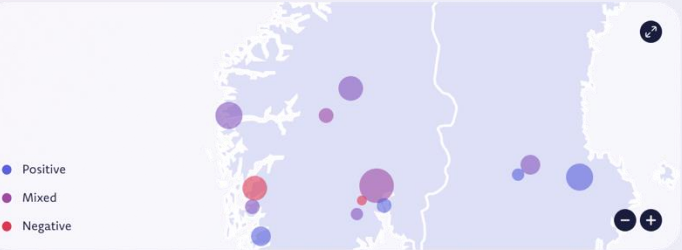
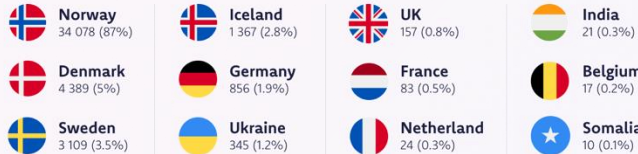
Allow to Contact



Happy Wheel Wins



Nationalities



04

Lessons Learned

And some real-life examples



Quick Wins



Accoustics




DnB Solheimsviken: Canteen Upgrade




Allergies & Food Preferences

GLUTEN-FREE SNACK IDEAS



| | | | |
|--------------|-------------------|------------------|---------------|
| POPCORN | FRESH FRUIT | SEAWEED SNACKS | OAT GRANOLA |
| NUTS & SEEDS | KALE CHIPS | TORTILLA CHIPS | VEGGIES & DIP |
| EDAMAME | ROASTED CHICKPEAS | HARD BOILED EGGS | RICE CAKES |

 @CulinaryNutrition // #CNEProgram
CulinaryNutrition.com

THE 14 FOOD ALLERGENS

| | | |
|--|---|--|
|  MOLUSCS Including land snails, whelks and squid. |  EGGS Can be found in cakes, sauces and pastries. |  FISH Found in pizza, dressings and Worcestershire sauce. |
|  LUPIN Lupin can be found in bread, pastries and pasta. |  SOYA Various beans including edamame and tofu. |  MILK Butter, cheese, cream and milk powders contain milk. |
|  PEANUTS Can be found in cakes, biscuits and sauces. |  GLUTEN In food made with flour such as pasta and bread. |  CRUSTACEANS Such as crab, lobster, prawns, shrimp and scampi. |
|  MUSTARD Can be in liquid or powder form as well as seeds. |  NUTS Including cashews, almonds and hazelnuts. |  SESAME Found on burgers, bread sticks and salads. |
|  CELERY Including stalks, leaves, seeds and celeriac. |  SULPHITES Found in dried fruit like raisins and some drinks. | |

| | |
|---|---|
| OMNIVOROUSNESS   | VEGETARIANISM   |
| PESETARIANISM   | VEGANISM   |
| RAW DIET   | FRUITARIANISM   |

Details

Name

Toilet paper issues!

Trigger Parameters

Question

Any Question

Is Rated

☒ 1

☒ 2

☒ 3

☐ 4

☐ 5

☐ 6

Require Comment to Send Notification?

☒ Yes

☐ No (always send)

① Please note that feedbacks without comment will not trigger this Live Notification.

Ask for Permission to Contact Your Customer

if enabled, we ask your customers if they can be contacted by email for more details. Note that this only happens if all parameters of the trigger above are met.

Enabled

☐ Yes

☒ No

Require Permission to Contact Customer to Send Notification?

if required, you will only be notified if the customer has accepted to be contacted.

☒ Yes

☐ No (always send)

① Please note that if your customer does not accept to be contacted, we will not trigger this Live Notification.

Recipients

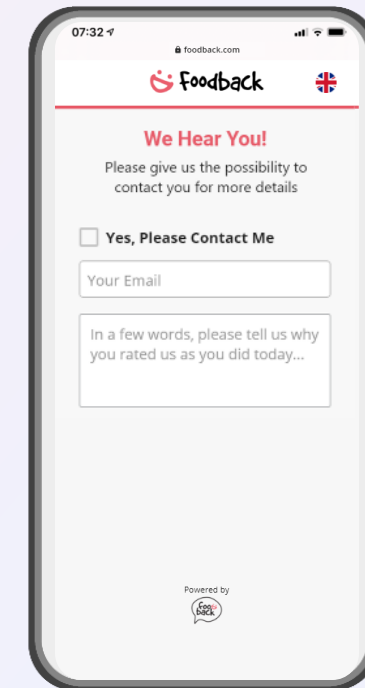
Cannot find your recipient in the list? Add him/her in User Management, and they will appear in the list.

Venue User

Daniel Chaibi (daniel@foodback.com)

ADD RECEIPT

Have email notifications / text messages sent to staff whenever negative feedback is given.



MENU AND PROGRAM CHANGES BOOSTED SATISFACTION

Situation

Team sought to boost guest satisfaction by adjusting menus and implementing new concepts.

Action

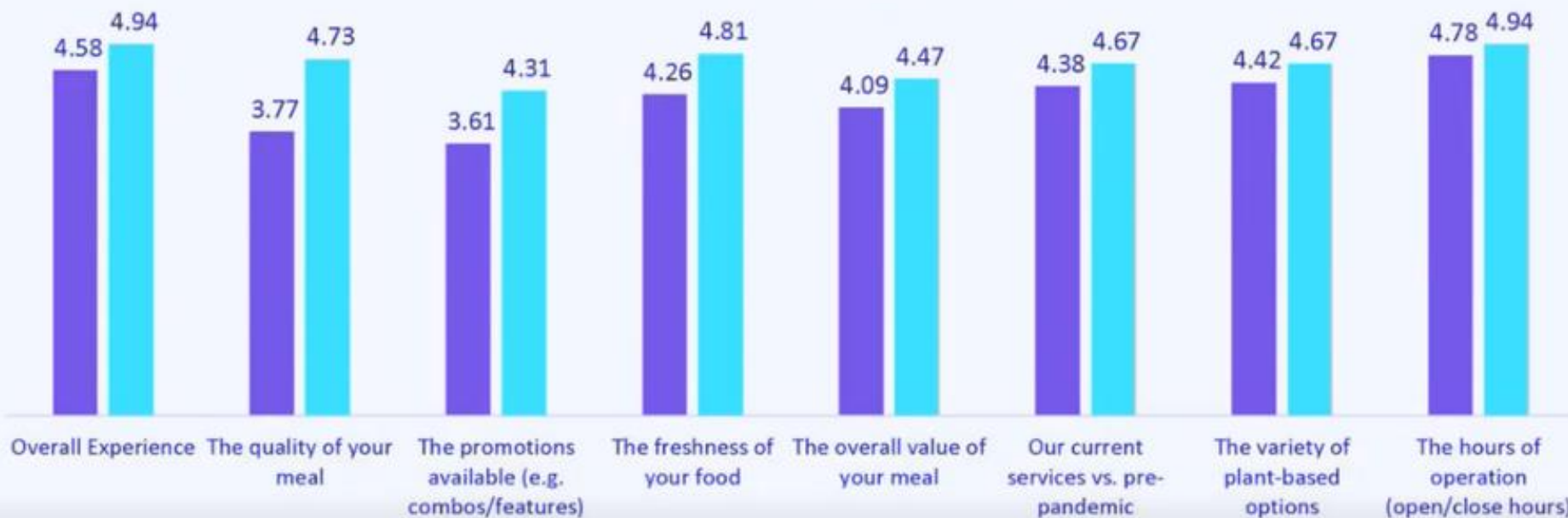
E15 analyzed point-of-sale transactions to distill trends and coupled it with market research to recommend menu and operational changes.

Result

Based on E15's recommendations, team implemented 19 changes in January – February 2023 including adjusting hours of operation, introducing new menu items, and offering breakfast combos. Overall **satisfaction increased 8%** (4.59 to 4.94).

Feedback Guest Comments

Average Feedback Scores



■ Sep - Dec 2022

■ Jan - May 2023

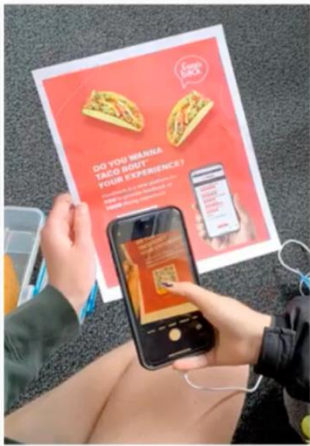
Feedback scores range 1-6

Systematic Rollout, Ownership & Partnership

Keys to Success

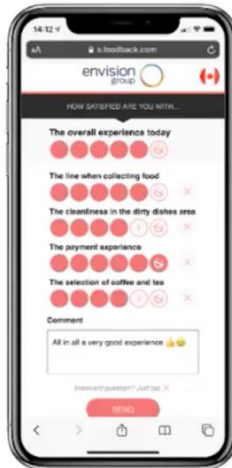
Easy to use

Gamification adds excitement



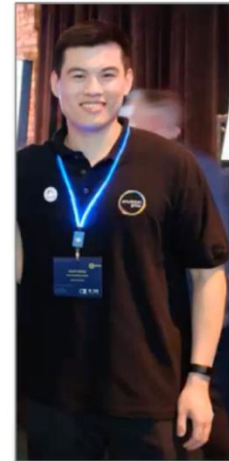
Pilot, Proof, Scale

Proven ROI
Top-down support



Centralized Support

1 FT dedicated resource



Partnership

Continuous evolution



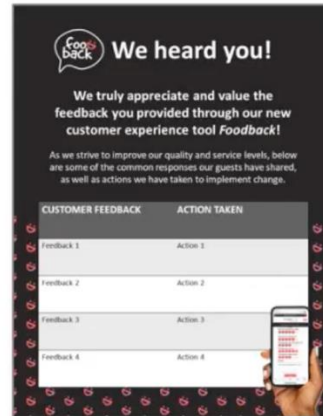
Playbook, Training & Transparency

Foodback 2.0 Updates

Feedback Insights Playbook

| IF INFORMATION IS TRUE | HOW AND WHEN ACTION CAN BE TAKEN | RESPONSE LINK |
|--|---|-------------------------------|
| The guest has been to a service area only | Guests can contact us, and the guest can be contacted by email, phone, or in person. If the guest is not available, we can leave a message for them to contact us. We can also reach out to the guest via social media. | Feedback Link |
| The guest has been to a service area and has provided feedback | Guests can contact us, and the guest can be contacted by email, phone, or in person. If the guest is not available, we can leave a message for them to contact us. We can also reach out to the guest via social media. | Feedback Link |
| The guest has been to a service area and has provided feedback and has been contacted by us | Guests can contact us, and the guest can be contacted by email, phone, or in person. If the guest is not available, we can leave a message for them to contact us. We can also reach out to the guest via social media. | Feedback Link |
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We Heard You Signage



MyLMS Dashboard Certification



Weekly E-mails



COMPASS GROUP CANADA
NOVEMBER 27TH - DECEMBER 3RD

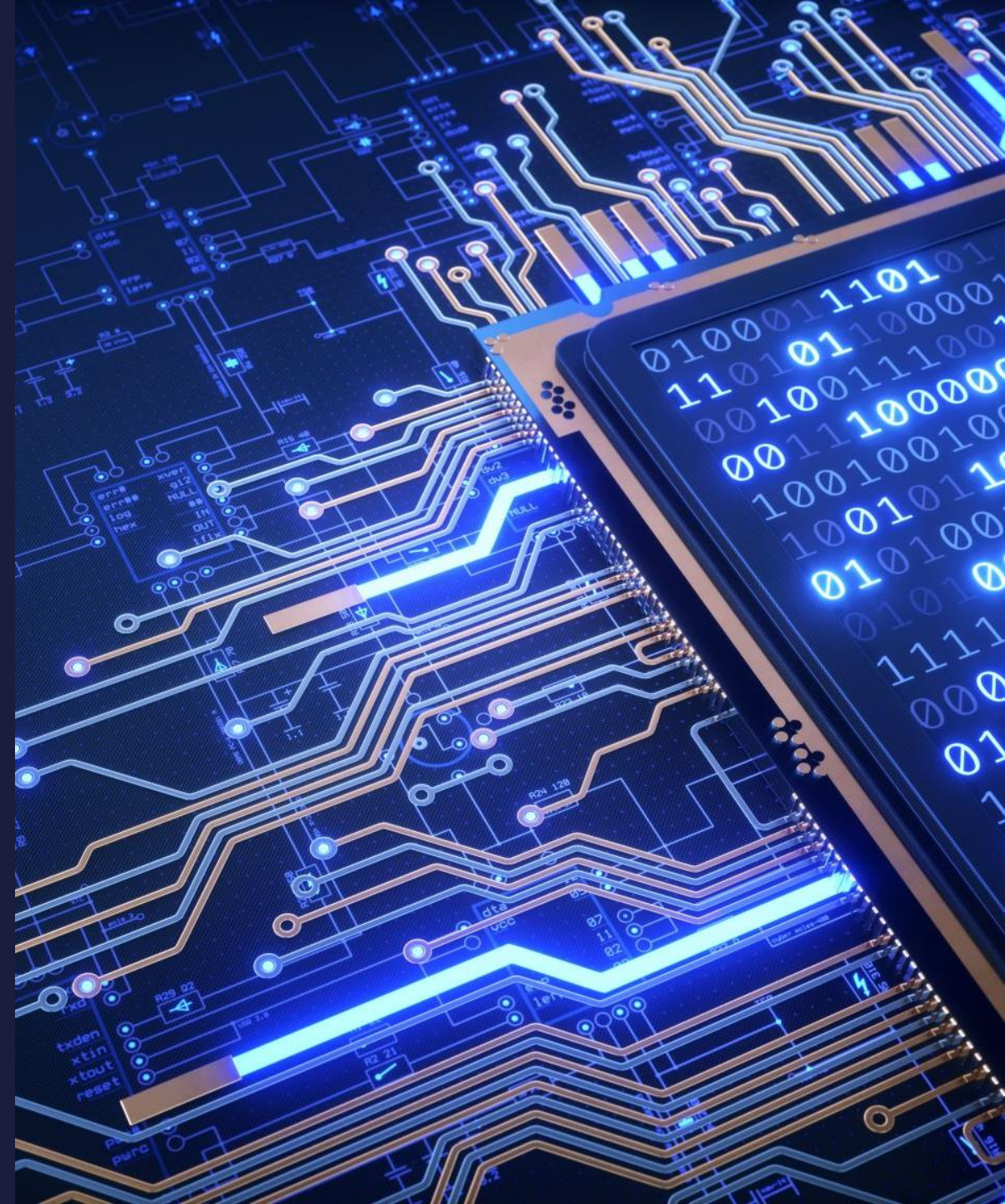
| | | |
|-------------------------------|-----------------------|----------------------|
| OVERALL | CATEGORY | |
| FOODBACKS 4719 (-62) | SERVICE 5.4 (-0.1) | FOOD 5.2 (-) |
| AVG. OVERALL SCORE 5.3 (-) | S & W 5.2 (-0.1) | CUSTOM 5.2 (-0.1) |

COMMENTS FROM OUR GUESTS

- "Enchiladas last night were on another level! I couldn't stop eating them!" - **FEDERAL FLEET**
- "The sandwiches are fantastic. Even better than Huddle 2!" - **SEABRIDGE**
- "This meal was absolutely amazing the chicken, the salad, the lettuce, the ice cream!" - **FRANK COLLEGE**
- "The sandwich (chicken and lettuce) potato bake was amazing love love love and the banana ice was also really good!" - **THU PTM DINE HALL**
- "The live music was such a nice touch. The coffee was also pretty good and would like to see that added as another coffee option!" - **EDMUND COLLEGE DINING HALL**
- "We had so much fun at tonight's dance party! The food and the dj was amazing!" - **YORK UNIVERSITY STONE DINING HALL**
- "I love the live band and the coffee!" - **ENCLAR SECONDARY SCHOOL**
- "Love the apple crisp, please bring it every day!" - **HALIFAX WEST HIGH SCHOOL**
- "Your grill is the absolute best!" - **EASTERN HEALTH SCIENCES CENTRE**
- "Great service and the food was delicious - especially the butter chicken sauce and Philly cheesesteak sandwich!" - **SABARATON AIRPORT**
- "Amazing chicken noodle soup in cold day!" - **BC HYDRO**
- "Churns is the best combination with hot chocolate for some! I would recommend to keep it open in winter. Thanks!" - **TORONTO ZOO AFRICA RESTAURANT**
- "Nice to have membership discount. This was a nice addition to the menu!" - **ONTARIO SCIENCES CENTRE**

05

Analytics Powered by AI



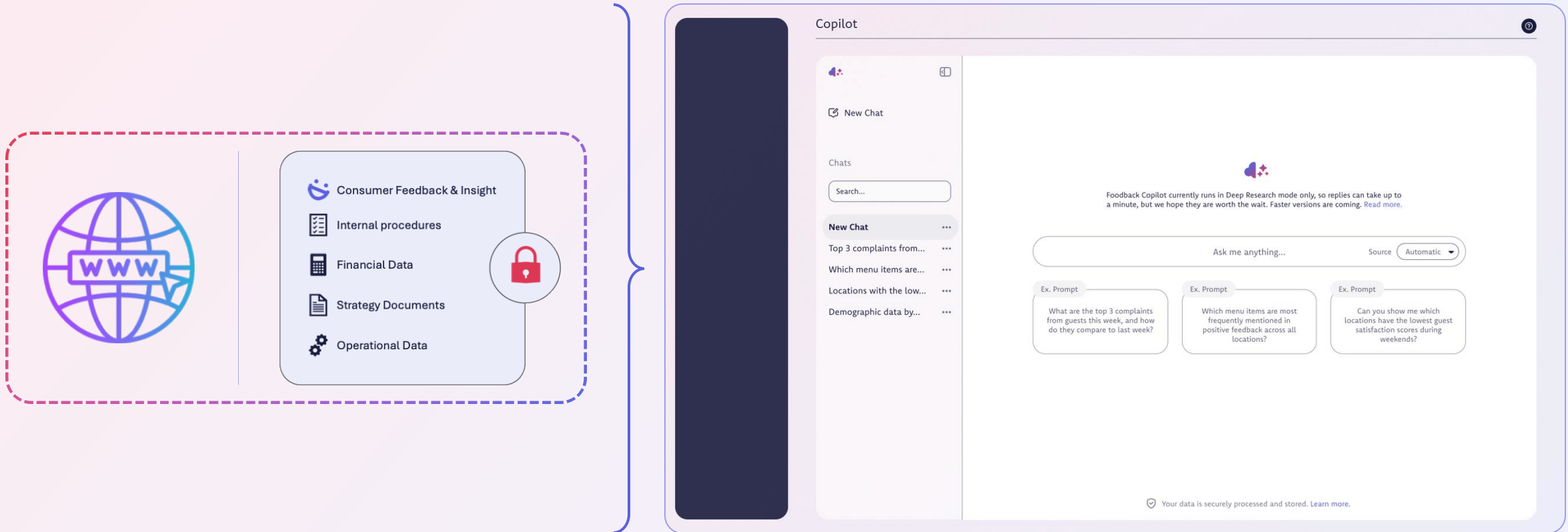
“

**AI will not replace humans, but
those who use AI will replace
those who don't.**

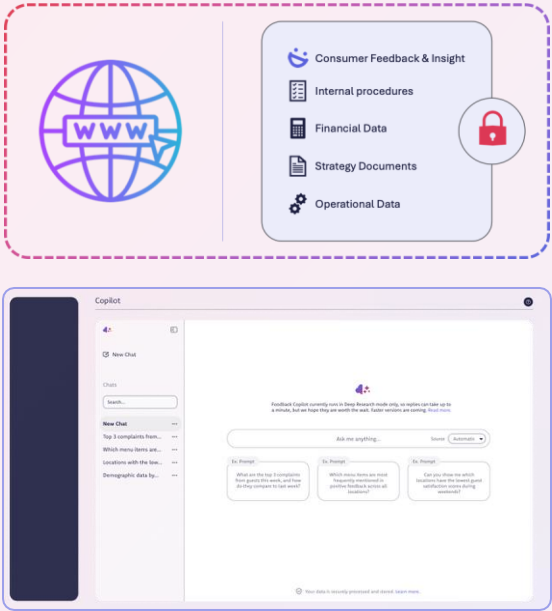
Ginni Rometty, Former CEO of IBM



The Future of Data Interaction



The Future of Data Interaction



Copilot
Using natural language

Consumer Insight Copilot Response:

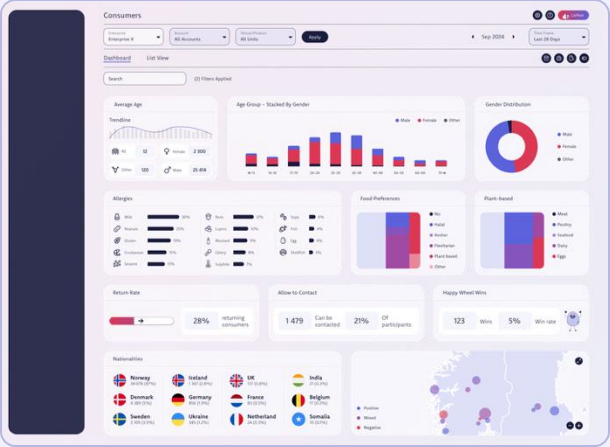
Here are the **Top 5** and **Bottom 5** venues based on their **Service Score**, along with tailored recommendations for improvement:

Top 5 Venues by Service Score

| Venue Name | Service Score | Highlights |
|-------------------|---------------|--|
| The Velvet Spoon | 9.6 | Personalized service, fast response times |
| Café Nord | 9.4 | Friendly staff, seamless digital ordering |
| Luna Bistro | 9.3 | High staff engagement, consistent quality |
| Harbor & Hearth | 9.2 | Excellent table turnover, proactive feedback |
| Greenhouse Social | 9.1 | Staff training programs, loyalty recognition |

What they're doing right:

- Investing in staff training and retention
- Using real-time feedback tools to adjust service
- Leveraging loyalty data to personalize experiences



Questions?



LinkedIn



Daniel Chaibi

CPO/CTO & Co-Founder of Feedback
daniel@feedback.com

