



Convert Sentiment Scores

to Financial Impact

Webinar

March 10, 2026

Meet the Black Box Intelligence Team

Webinar Presenters



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Webinar Agenda

The Data Trap

Why more information is leading to fewer insights.

The Paradigm Shift

Moving from "Complaint Management" to "Root-Cause Resolution."

The Diagnostic Matrix

A framework for isolating local vs. systemic failures.

Survey Studio in Action

A live look at the engine behind the insights.

Operational Changes in Practice

Real-world ROI and performance metrics.

Closing & Q&A Session

Marketing



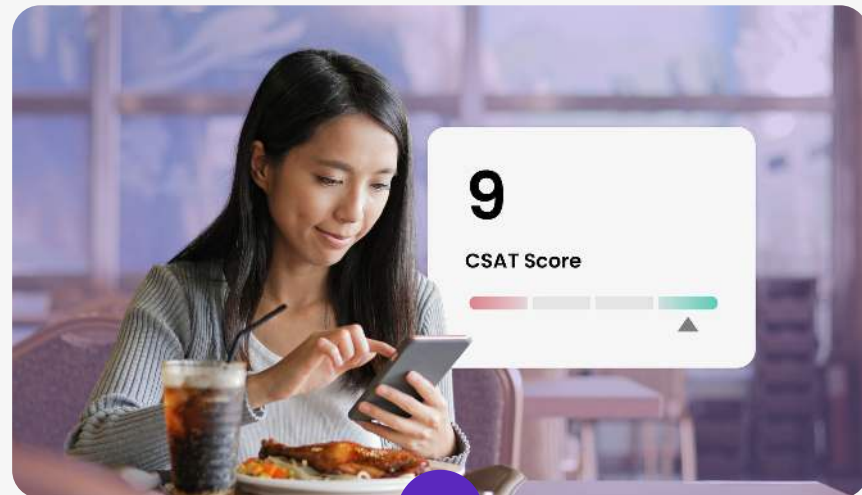
VS

Finance



Most brands have too much data and not enough answers.

→ If your survey score doesn't match your sales reality, the data isn't helping you.

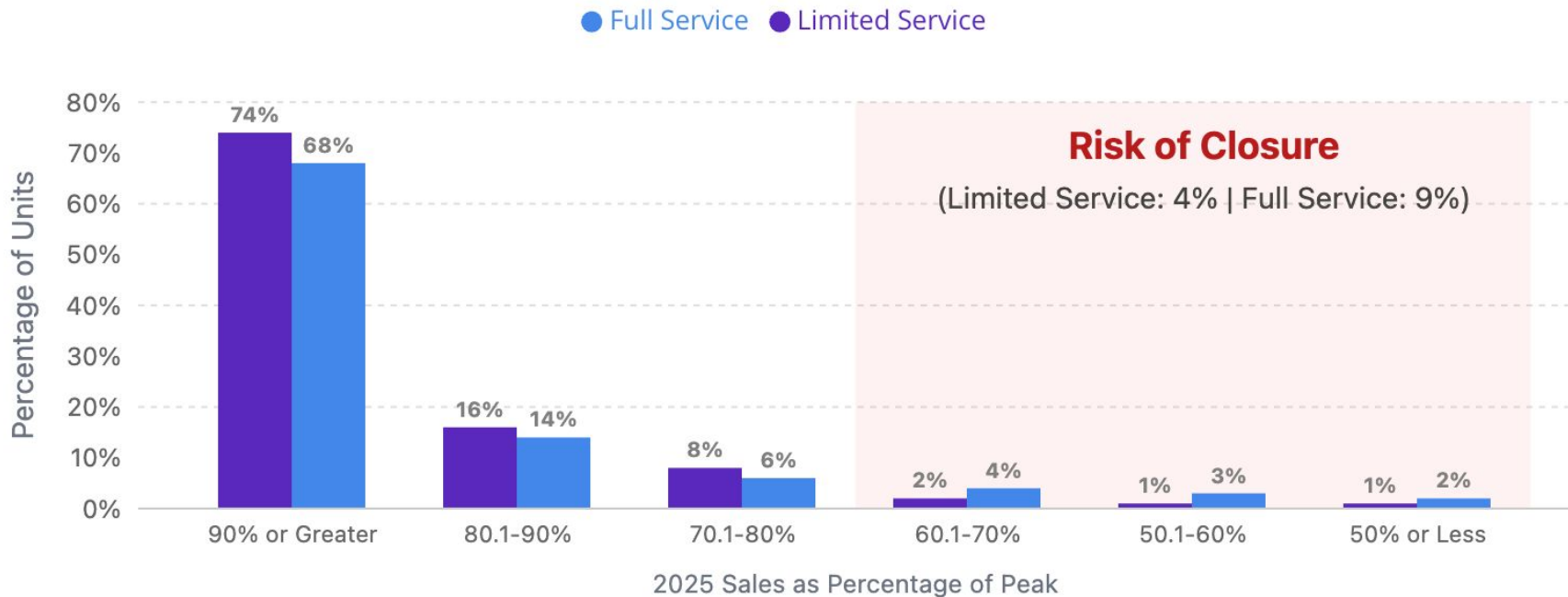


VS



2025 Sales as Percentage of Peak: Limited Service vs Full Service

A breakdown of unit performance compared to their 6-year sales peak.



The Missing Context to Explicitly Connect Sentiment to Sales

Maps AND Grades

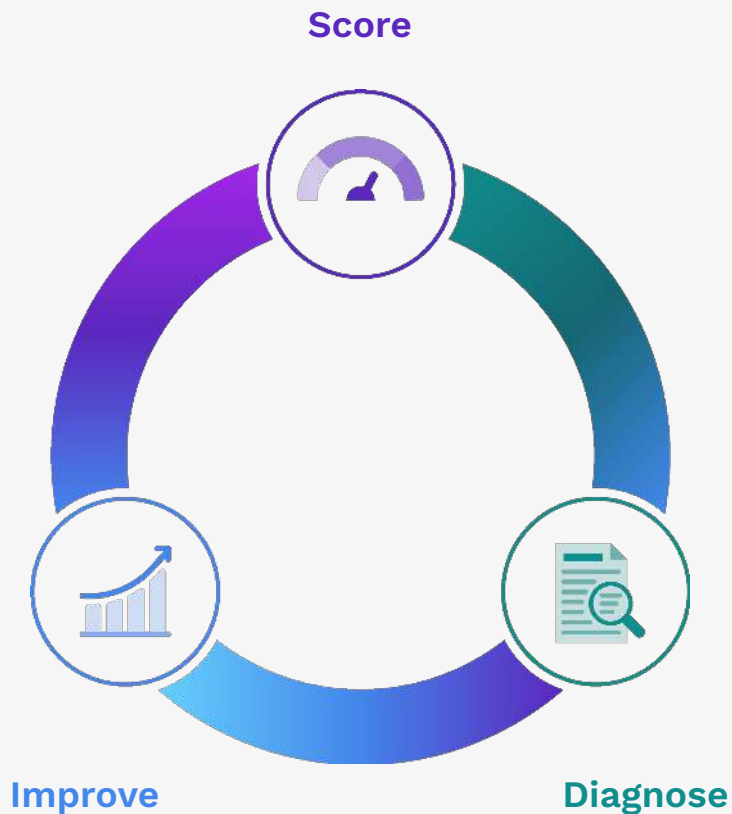
Get an improvement map, not just scores

Precision Over Volume

Optimize for impact, not volume

Single Source of Truth

The link between sentiment & sales is missing



Prioritized Improvement: In Practice

1

Ask the Right Questions

- Standardized sentiment scoring
- Specific, nuanced menu-level and experience questions

2

Pinpoint Opportunities

- Connect to traffic and sales
- System vs local
- Menu vs experience vs strategic brand initiative

3

Track Progress

- Monitor specific fix
- Measure if fix improved experience, sentiment scores and traffic

Not like the same
burger my friend got at
our table

**What's wrong with
Alison's burger?**

Meat is undercooked

Lacking flavor

It looks sloppy

The portion is too
small

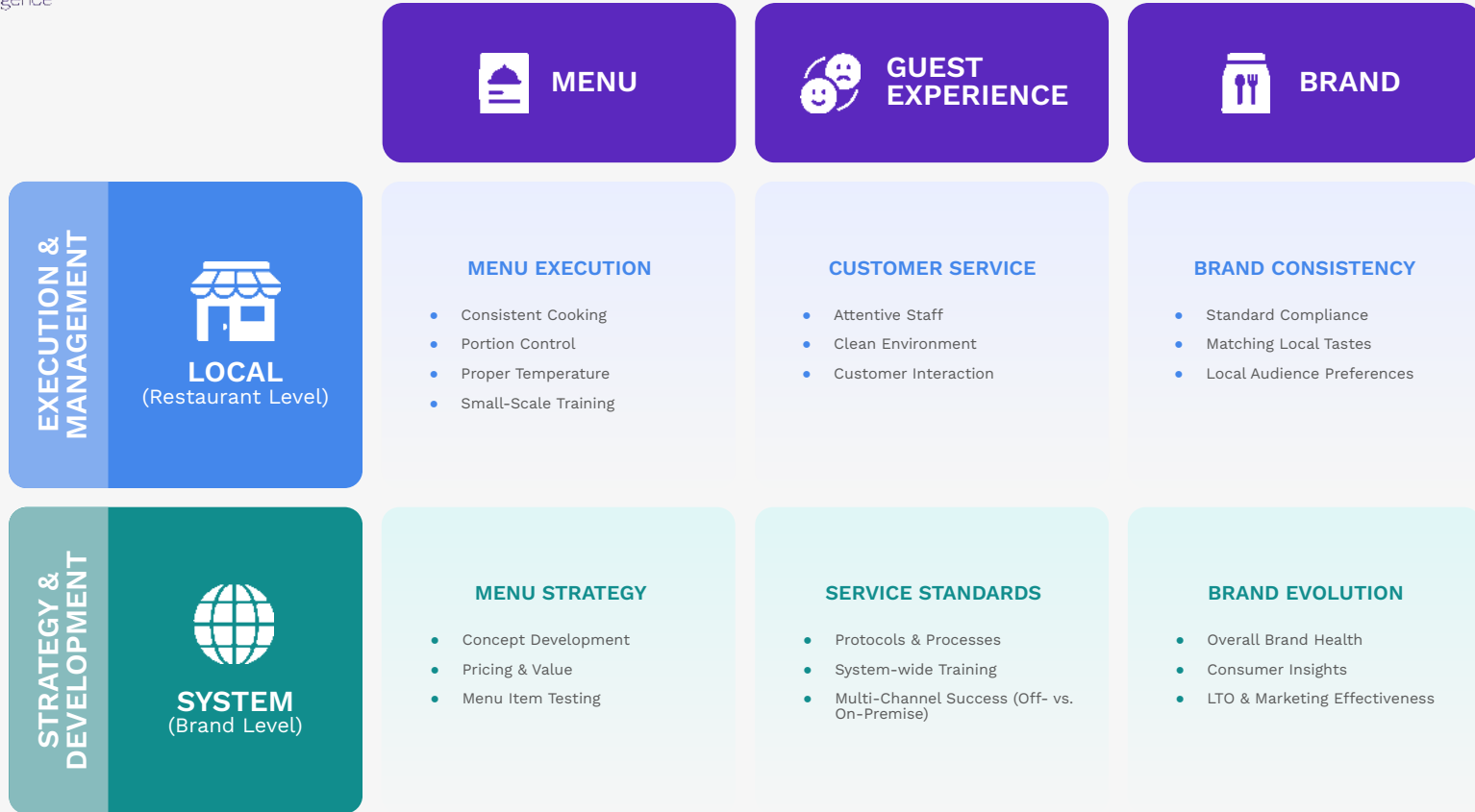
It tasted a lot better
last time

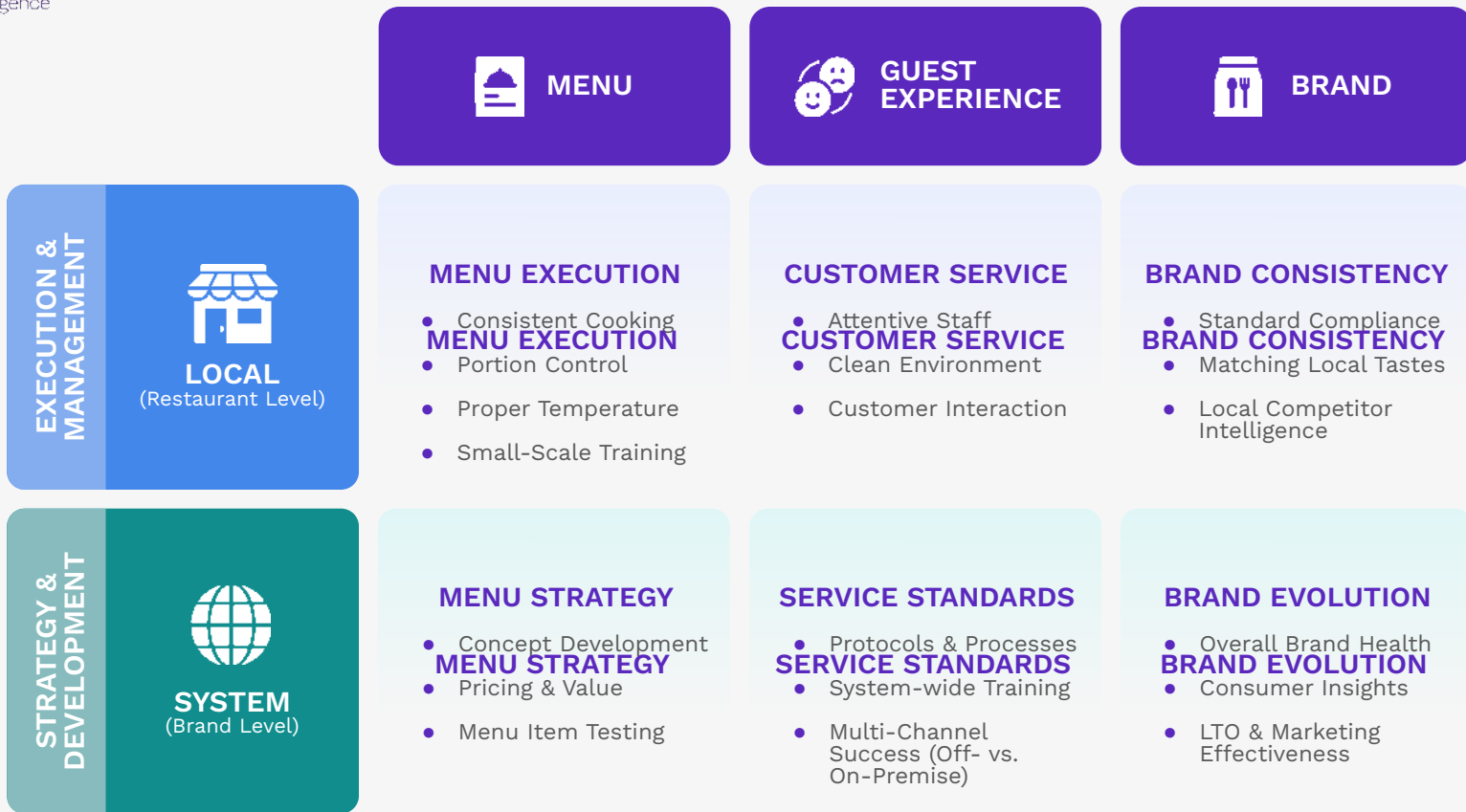
The bun was wet

Delivered to the
table cold

The price went up,
doesn't seem worth
it







Menu: Local vs System

LOCAL: *Menu Execution Issues (Cooking, Portioning, Timing, Temperature), Local Training Needs*

Equipment Issue (The "Burnt Lasagna")

Scores on lasagna plummet at one site due to consistent "burnt" feedback, which is traced back to an oven setting rather than a recipe flaw, resolved by a simple oven adjustment.



SYSTEM: *Menu Development, Pricing/Value Process, and Menu Item Testing across the entire chain*

LTO/Menu Testing (The "Fire Hazard")

The limited-time "Spicy Ghost Pepper Burger" receives consistently negative taste scores across all test markets, with indications that the flavor is too extreme for the mainstream customer base and requires reformulation before a national rollout.

Survey Studio

Adaptable, real-time, 1-minute surveys to uncover the 'Why'

Check-Connected

Integrated into the systems you already use - POS, bookings, loyalty & WiFi

All Channels

Email, SMS, Mobile App

Feedback & Market Research

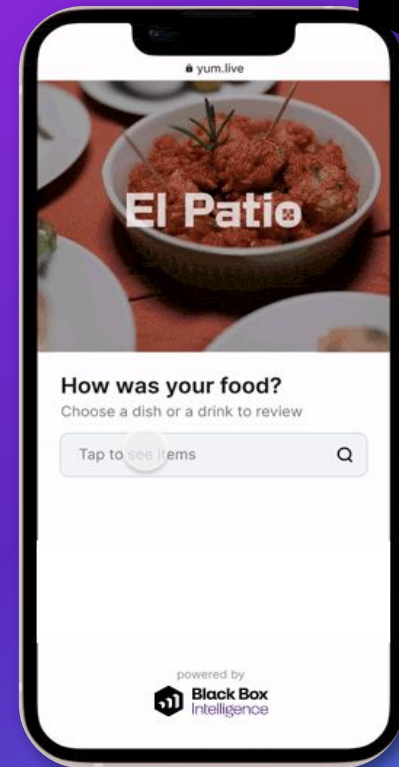
In-the-moment pulse feedback, or strategic market research

Fully customizable

Branding, questions and logic

Follow-on Actions

Encourage Google reviews, loyalty sign-up, guest recovery



Brand & Innovation Measurement



Brand Health & Consumer Research

Measure how well your brand promise is being delivered.



LTO & Culinary Performance

Menu and item testing and review .



Marketing Effectiveness

Are marketing campaigns are actually driving the intended sentiment and traffic?

Menu item analysis & prioritization

Launching new dishes, drinks, or seasonal menus

Prioritize them to track early feedback and make quick adjustments.

Track and measure scores for every dish, drink & menu category

Using Look, Taste, Portion & Value Scores specifically pinpoint recipe spec issues vs site level execution.

Overlap with sales data for a dynamic pricing strategy

Stop blanket price increases that negatively impact value perception & guest satisfaction.

A/B Testing of recipes & suppliers

Benchmark & compare scores for clarity on supplier decisions and recipe tweaks. Reduce complexity, Reduce costs, improve guest satisfaction!

THREE ITEMS (29% of reviews)

Top selling items that perform the best - keep up the great work!

- 95 House Tortilla Chips & Dips
- 97 Nachos
- 97 Smoky Chicken Taco

CHARACTERISTICS

LOOK	100	+5	TASTE	93	-4
PORTION	78	-9	VALUE	85	-4

“ There was a lack of topping on the pizza in that once cut up parts had very little to no cheese. ”

 Thu 1 Jan, 22:10 Bexleyhealth, Table service

Insights that Maximize Actions & Impact

DASHBOARD FEATURES

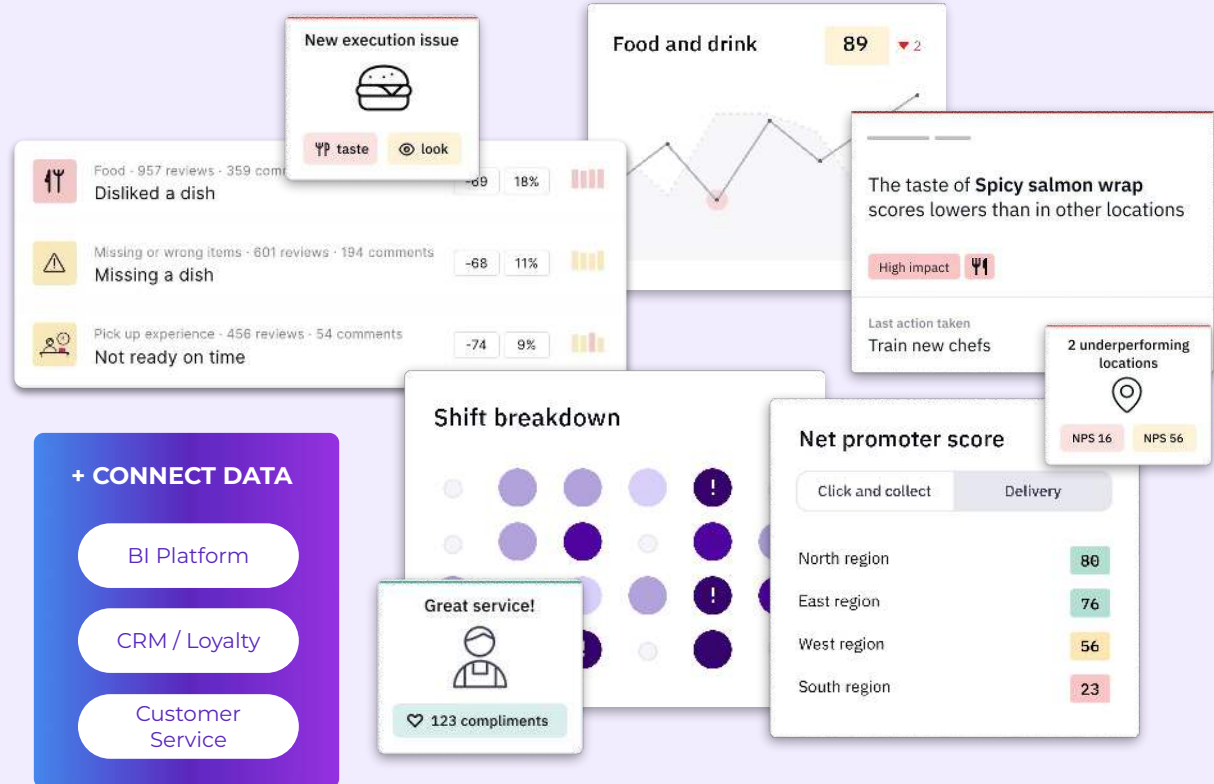
- ✓ Real-time
- ✓ Menu Item Insights
- ✓ Steps of service compliance
- ✓ Impact-prioritized issues
- ✓ Shift, channel & server performance
- ✓ Location-level recommendations
- ✓ Market Research
- ✓ Custom Report Builder
- ✓ Email Notifications
- ✓ Location hierarchy & grouping

+ CONNECT DATA

BI Platform

CRM / Loyalty

Customer Service



Why Survey Studio?

Moving from vague data to high-impact financial results.



Unify Data and Consolidate Platforms

Single source of performance truth.



Complete View of the Guest

Surveys + Reputation Management.



Diagnose, Fix, and Recover

Prioritize identifying and fixing root causes.



We Don't Guess. We Show.

By connecting sentiment directly to your actual financial data.



Modernized Benchmarking

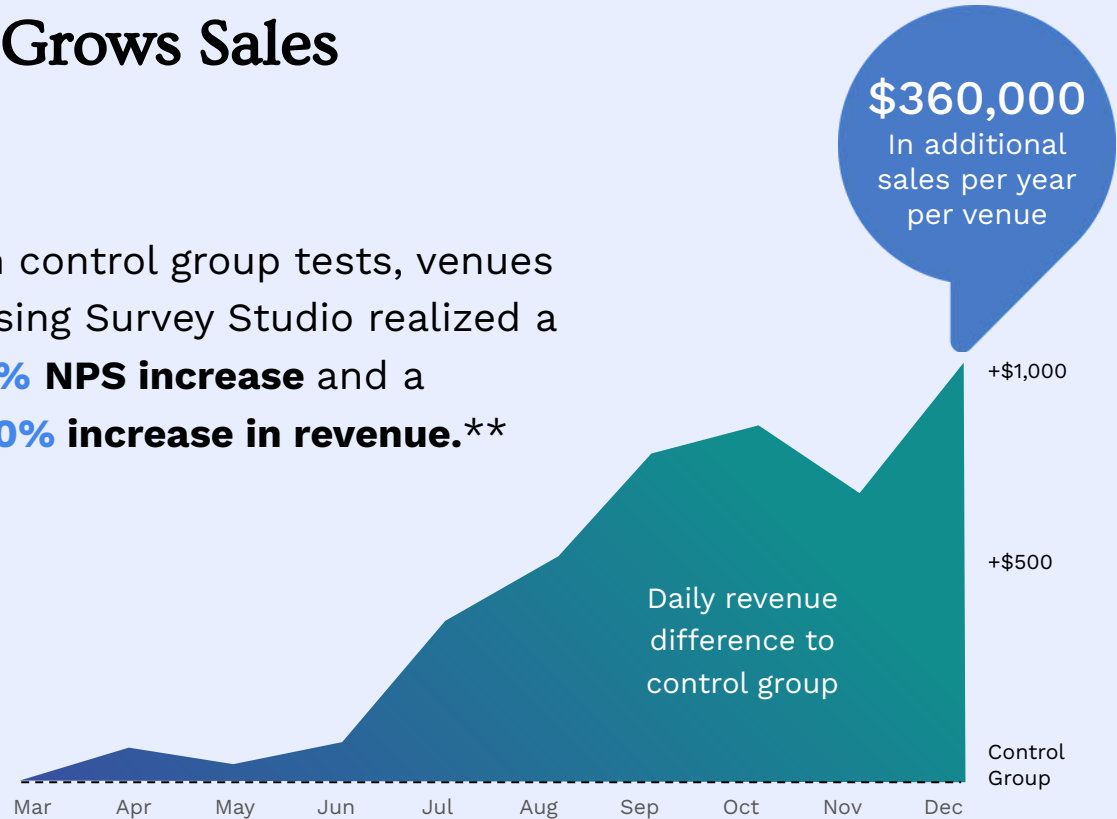
Underpinned by restaurant-specific AI.

Increased Satisfaction Grows Sales

An increase of 1 NPS point leads to sales growth of

1.5%*

In control group tests, venues using Survey Studio realized a **6% NPS increase** and a **20% increase in revenue.****



* The use of Net Promoter Score (NPS) to predict sales growth: insights from an empirical investigation - Journal of the Academy of Marketing Science

** Survey Studio (Yumpingo) case study

Brands Realizing These Gains

+15

Point NPS Increase

-27%

Fewer Unhappy
Guests

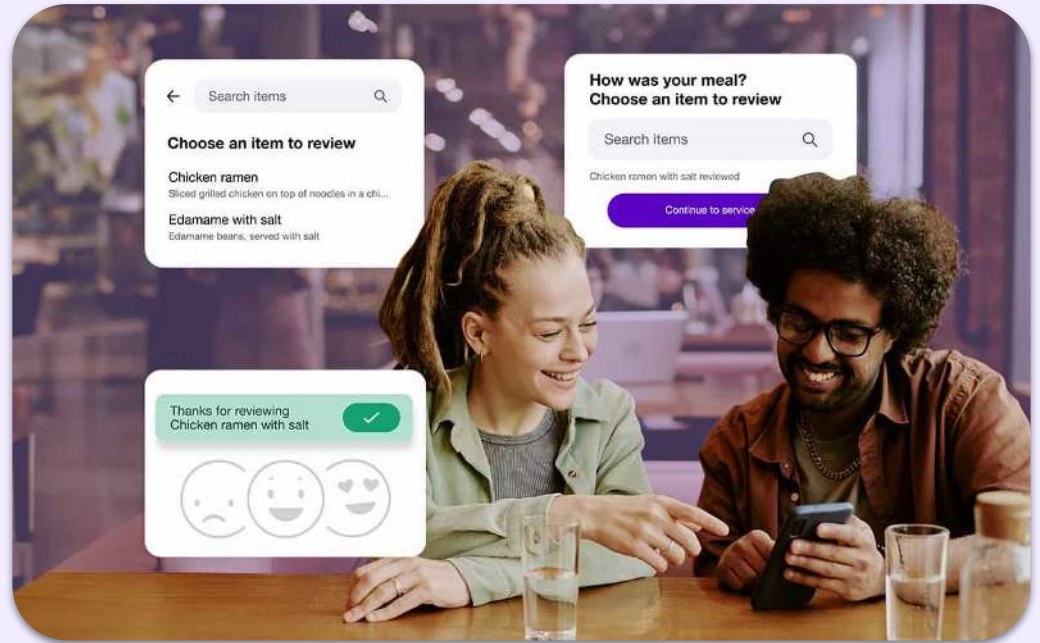


“With Survey Studio, we are able to optimize every guest experience with greater confidence and speed than ever before.”

Rob Papps, CEO

Key Takeaways

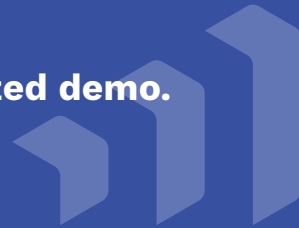
- ✓ Stop Chasing Scores
- ✓ Leverage the Matrix
- ✓ Capture the "Why"
- ✓ Tie Sentiment to Revenue



Audience

Q&A

Please reach out to marketing@blackboxintelligence.com for a customized demo.





Black Box
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Thank You.

