



We are Australian.
We know Australians.

SENSORY TESTING



Experience

With more than 16 years' experience recruiting, interviewing and managing sensory research projects, the Ekas team is highly qualified to manage your project.



Precision

When it comes to sensory testing, every detail matters. We'll follow your requirements to the absolute letter – no matter how complex the brief.



Technology

Our bespoke software gives you the functionality and flexibility of online surveys in any environment, anywhere across Australia.

Detail is everything

We've been conducting sensory research since 2001, so we understand the need for consistency and accuracy when it comes to the respondent experience of a product.

We can handle as much or as little of your sensory logistics as you require – whether you're running shelf tests, taste tests, product tests, package tests, smell tests, or usage tests.

We're people people

At Ekas, it's our mission to find the perfect people for your project and offer them an optimal, frictionless environment in which to participate. For us, that starts with our team.



QUESTIONS?

Talk more with our
Account Management team:

Emmett Pocock
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Recruiting and scheduling

Our experienced recruiters can find and schedule your respondents for any sized testing, from small groups to large central location interviewing. We have the capacity to coordinate thousands of respondents anywhere in Australia, ensuring they're on spec, on time and correctly compensated for their time.

Interviewing

Our interviewers are all fully trained in a wide range of sensory methodologies and have experience interviewing across many industry sectors, including medical, business, telecommunications and banking.

We have been ISO accredited since 2006, which means all our interviewers receive in-depth preliminary training and ongoing on-the-job training to ensure they adhere to the highest quality and ethical standards.

For each project, we conduct survey validations for every interviewer working on that job. We also do spot interviewer observations and evaluations. This allows us to provide reliable and quality data on every project we run.

The best team, equipped with the best tech

As well as ensuring you have the most skilled team for the job, we're also committed to giving them the most advanced tools available to conduct their fieldwork.

Our purpose-built software enables our team to interview nationwide on iPads both offline and online (4G), giving us all the functionality of online surveys – such as incorporating images and videos, and enabling complex routing, etc. – in any environment. By combining the latest research technology with trained interviewers, Ekas offers the best of both worlds: great survey functionality and speed plus reliable respondents and data.

Scripting and data supply

We offer full flexibility on scripting and data formats. You can script and supply a link, or we can script your survey or sensory test for you. We'll also supply your data files in a range of options to suit your needs (see our scripting and data processing information sheet for more information).

Why work with us

The bottom line is: we care about the specific requirements of your project as much as you do. Our extensive experience running sensory testing projects includes:

Food & beverage testing

- Purchasing items from specific importers
- Matching batch numbers
- Controlled storage to follow exact climate regulation instructions
- Smell control when preparing and cooking
- Serving using specific glasses/ items and at a specific temperature

FMCG product testing

- Documenting observations for usage tests
- Following precise placement and lighting instructions
- Creating and managing quiet and confidential testing areas
- Briefing respondents before each session on not engaging with each other
- Ensuring no phones or photos are taken in the testing area

Location and venue management

Looking for the perfect place to conduct your test? We can manage the entire process to find an environment to match your requirements using either our rooms here at Ekas in Crows Nest near Sydney's CBD or by sourcing other venues.

Our own facilities are modular and adaptable for use across many different types of tests (see our Group Room information sheet for details).