



ISO CERTIFICATION



What are ISO Quality Standards ?

- Frameworks for building a quality program even though they don't always mandate the specifics of each process.
- Recognized internationally as quality control standards for research project management processes
- Focus on those business activities that impact:
 - (a) the quality of service delivery to the client and
 - (b) the integrity of the project outcome
- Two standards specific to research businesses and their quality management systems

What are the ISO Quality Standards for Research?

- ISO 20252 :
 - Quality standard for market, opinion, social research
 - Compliments existing national standards and sets a common level of quality for market research globally
 - Development driven by the global market research industry and professional and trade associations, including AAPOR, WAPOR, CASRO, ESOMAR, MRQSA (UK), MRIA (Canada)
 - Released in 2006

What are the key components of ISO 20252?

- Quality Management System Requirements
 - Organization & Responsibilities
 - Confidentiality
 - Documentation Requirements
 - Competence & Training
 - Subcontracting
 - Reviewing Effectiveness of the System
- Managing the Executive Elements of Research
- Data Collection
- Data Management & Processing
- Reporting on Research Projects

What is the Current State of ISO Certification?

- Globally about 250 research companies are certified to ISO 20252
- About 30 North American companies have expressed interest in pursuing certification with CIRQ
- Certification authorities lacking in parts of the world

Why was CIRQ Established?

- CASRO is uniquely positioned to establish this ISO certification body, which will provide credible auditing and certification services:
 - CASRO has headed the Delegation to the ISO Technical Committee that developed, and periodically reviews, the 20252 and 26362 standards
 - A natural fit with the CASRO Mission: *to advance the interests and professionalism of research businesses*
 - Provides another means to advocate and promote our industry's self-regulation
 - Rounds out CASRO's 3 pillar quality program:
 1. Code of Standards and Ethics for Survey Research
 2. Continuous development & enhancement of industry "best practices"
 3. Infrastructure for quality processes related to research project management

How does ISO Certification Benefit Research Companies?

- internationally recognized standard for research business quality in project management
- Identifies operating inefficiencies, which when addressed can help reduce operating costs and rework, improve quality, establish greater transparency with clients, and increase client satisfaction
- A very useful employee on-boarding and training tool
- It can help companies win and renew business, especially in industries partial to standardized processes
- It can provide a competitive edge

What is CIRQ's Role in your Certification Process ?

CLIENT & CIRQ

- Application submitted to CIRQ
- Client and CIRQ work together to determine scope of certification

ASSESSMENT of CLIENT'S QUALITY SYSTEM

- Client submits self assessment & Quality Manual to CIRQ
- Pre-assessment provided to client by CIRQ

CIRQ INITIAL CERTIFICATION PROCESS

- Audit is planned and scheduled, and agreed to with client
- Audit undertaken (client headquarters and other locations)
- Follow up completed, as needed, and recommendations made
- Certification finalized

SURVEILLANCE AUDITS & RE-CERTIFICATION AUDIT

- Surveillance audits (in each of subsequent 2 years)
 - always include hdqtrs and sample of other sites
- Re-certification audit after 3 years
- All sites audited over each 3-year cycle

What Resources are available to help with ISO Implementation ?

- CASRO provides various informational and educational resources via their website --
http://www.casro.org/iso/iso_home.cfm
- Website resources:
 - ISO Fundamentals presentation (PowerPoint with voice over)
 - “Simple Overviews” on how to prepare for implementation
 - ISO 20252
 - ISO 26362
 - ISO 20252 and 26362 (integrated audit)
 - FAQs about Certifying to ISO 20252 and/or 26362
 - Framework for a Quality Management System

What Resources are available o help with ISO Implementation?

- Website resources (continued)
 - ISO Implementation Tools (individual and package pricing for members/non-members)
 - I. ISO 20252 Quality Manual Description and Guidance
 - II. ISO 20252 Procedures Description and Templates
 - III. ISO 20252 Audit Checklists and Reports
 - IV. ISO 20252 Forms and Templates
 - V. ISO 26362 Access Panel Capability and Technical Requirements
 - VI. ISO 26362 Implementation Guide
- Webinars
 - “ISO 20252—How to do it”
 - 4-part series; 2 hours each
 - Targeted to Quality managers

What Resources are available to help with ISO Implementation?

- To purchase ISO 20252 and/or ISO 26362 standards
 - <http://webstore.ansi.org>
- For more information: contact Jennifer Ward, Operations Director at CIRQ
 - jennifer.ward@cirq.org
 - Advice regarding CASRO resources and consultants
 - General information or questions
 - Application Form and Schedule of Fees

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What is the Investment Required?

- Preparing Your Quality Management System
 - Internal commitment and support -- CEO, Senior Mgmt., Quality Manager
 - Staff time
 - ISO preparation tools from CASRO if necessary
 - ISO consultants if necessary
 - Implementation of quality system within your organization
- Audit Cost: Varies from company to company:
 - Number of employees
 - Number of locations
 - Scope of services to be certified