

Why ISO 20252?

Make your market & research agency stand out

By choosing to implement ISO 20252 you will be committing your business to carrying out market, opinion and social research consistently and reliably, from commissioning to archiving, raising your reputation in the marketplace and giving you a competitive edge.

With ISO 20252 your business can:

- ✓ Ensure timely delivery of services
- ✓ Enhance its reputation among new and existing clients
- ✓ Reduce the risk of errors
- ✓ Provide a consistently efficient and reliable service

Principles of ISO 20252



Leadership

- Who will set objectives?
- What areas do your management team need to focus on and be involved with?



Planning

- How will you achieve your goals?



Support

- Do you have the resources you need to achieve your goals?
- How will you document and communicate them?



Operation

- How will proposals be produced?
- How will you conduct market, opinion and social research?
- How will it be analysed?



Evaluation

- How will you measure, monitor, analyse and evaluate your business' performance?



Improvement

- How do you document process reviews and ensure the right improvements are made?

With guidance and support from our expert consultants you will be able to develop and implement a management system that grows with your business and helps you to achieve your market, opinion and social research objectives.