



Accredited Certification International



ISO 20252 Market Opinion and Social Research Management System Certification compare with ISO 9001 Quality Management System



ISO 20252 is an ISO standard established to promote the principles of international quality standards to market, opinion and social research.

Compare to ISO9001:2008, In ISO 20252:2012 version standard, the company has to prepare a research process management system with defined senior management responsibilities. On top, the confidentiality of research has to be set to the strictest confidence. The data and relevant information cannot be disclosed to the third parties. Moreover, competence and training has to be determined and provided to all personnel of the company. Furthermore, there is a very detail requirement of price quotation for the price, execution times, technical specifications and deliverables. In all, there are detailed requirement for data collection, coding, adequacy of databases, report on research project in quantitative research, qualitative research and observational research.

Benefit

- Reduces risk
- Shows trustworthiness of the research results
- Helps ensure the confidentiality of the whole research processes including the results
- Increases efficiency and productivity
- Increases loyalty & satisfaction
- Improves product and service quality
- Increases opportunities for international business
- Increases value of your company



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