



ISO 20252

Ensure research projects are planned, managed and reported correctly



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What is ISO 20252?

ISO 20252 is the international Standard for Market, Opinion and Social Research Management. It specifies the requirements for organisations, large and small, to implement a Management System which will help to ensure the accurate and timely delivery of research projects. It includes guidance on the creation of research proposals, designing questionnaires, setting discussion guidelines, data processing, data sampling and archiving documents.

How do I become Certified?

Initially we will need to spend between three and five days on site assessing your current situation in relation to where the Standard requires you to be. Following this, you will be issued a gap analysis, indicating any areas which require rectification prior to certification. Once any agreed rectifications have been carried out and QMS have produced your Manual, Certification is usually possible within a few weeks.

Following certification, an annual surveillance audit is required to ensure your ISO 20252 Manual and Certification remain valid.

Increase efficiency

Improve service delivery

Manage confidentiality

Enhance risk management

Increase customer confidence

Boost reputation