

Frequently asked questions

ISO STANDARDS

ISO 20252

What is ISO 20252?

- ISO 20252 is the international project management standard for market, opinion and social research. It replaces the previous AS 4752 standard.

Why has this standard become a mandatory requirement for AMSRO membership?

- AMSRO has determined that this standard is a primary self regulatory tool for the market and social research industry and, as such, will be a mandatory requirement for AMSRO membership from July 1st 2010 (companies applying for membership have twelve months to achieve ISO 20252 if not certified).

How can AMSRO help a company get certified to ISO 20252?

- AMSRO have contracted The Cruse Partnership to provide advice consulting services for the implementation of ISO 20252 for AMSRO members. Email norine@cruse.com.au
- Sample templates and documents are available to AMSRO members from The Cruse Partnership.

Who audits ISO 20252?

- Third party auditors [SAI Global and NCS International] are the auditing authorities for this standard.

Can any company be certified to ISO 20252?

- Any market research company can be audited and certified to ISO 20252 regardless of AMSRO membership status.

What are the costs of certification?

- Costs vary from about \$3000 upwards per company depending on the number of employees and the number of sites to be audited.
- Small companies may fit into a separate fee structure and audit process that has been negotiated between the NCS International and AMSRO. This offer is only available to AMSRO members.

AS 4752

What has happened to this standard?

- The AS 4752 market research standard is now obsolete.

What additional requirements are in ISO 20252 as compared to AS 4752?

- The only additional change is the requirement to undertake some form of customer feedback. All other facets of the standards are complementary.

ACCESS PANELS

ISO 26362

What is this Standard?

- ISO 26362 is the international standard for the online and offline access panels in market, opinion and social research.

When will ISO 26362 be made available in Australia?

- ISO26362 was published in Australia in December 2009.

Does this standard apply to all market research companies?

- The standard only applies to companies who operate access panels as part of their data collection functions. It applies to **all** types of panels, both offline and online.

Can any company be certified to this standard?

- Any company that operates an access panel meeting the requirements of this standard can be certified to the standard, regardless of AMSRO membership status.

QSOAP

What is QSOAP?

- This is the standard developed by AMSRO that closely aligns to ISO 26362 for online access panel management and use.

What is happening to QSOAP now that ISO 26362 is available in Australia?

- Following the publication of ISO 26362 in Australia, the decision has been made to withdraw the QSOAP Standard

What about QSOAP Best Practice?

- QSOAP Best Practice has been retained and renamed QSOAP Gold.

Who is eligible to apply for QSOAP Gold Standard?

- AMSRO members companies who operate an online panel are eligible to apply for QSOAP Gold Standard certification

What is happening with QSOAP Gold

- AMSRO has decided to phase out QSOAP Gold by 2013. Applications for certification have closed. All certifications will expire by 13 July 2013.

Who audits the standards?

- Third party auditors [SAI Global and NCS International] are the auditing authorities for ISO 20252 and ISO 26362.

OTHER MATTERS

IQCA

Why was IQCA phased out?

- IQCA is now integrated into the ISO 20252 standard which provides the necessary quality standards that were previously covered by IQCA.

QPMR

What is happening with QPMR?

- QPMR remains an integral part of quality management. QPMR is managed through AMSRS – contact Elissa Molloy.

How do I become a QPMR?

- Go to the AMSRS website for more information or contact Elissa Molloy at AMSRS.

AUDITING

Can I be audited to more than one standard at once to cut down the cost and time of auditing?

- ISO 20252 and ISO 26362 can be combined as one audit.

How frequently does a company have to be re-audited to an ISO standard?

- All standards require an initial certification followed by an annual re-audit. The initial certification is valid for three years and a company must then be recertified.