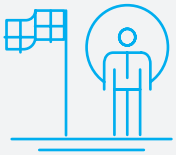
We are Australian.
We know Australians.

# THE EKAS COMMITMENT TO QUALITY

Independently verified by both ISO 20252 and ISO 26362 standards

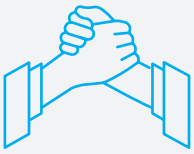


## Pioneers

Since quality standards were first introduced, Ekas has always been at the forefront of accreditation.

## Industry leaders

Our directors have been heavily involved in the creation and ongoing improvement of international MR quality standards.



## Trusted partners

We're one of only a few companies in Australia to be accredited with both ISO standards to ensure quality data collection and sample.

## SO WHAT EXACTLY ARE ISO 20252 & ISO 26362 – AND WHY DO THEY MATTER?

### Setting the global standard in MR

Choosing a market research data collection company can often instil the same sense of the unknown as choosing a new mechanic. It's hard to see behind the scenes, know what was really done and not done, and what really happened with your project.

Thankfully the market research industry has come together on a global level and developed ISO 20252 and ISO 26362 to benchmark quality research. Ekas holds both of these accreditations and we are continually assessed to ensure we meet the standards required to maintain them.

### Assurance beyond the sales pitch

Often people judge the capability of a company based on its website, a quote or talking to a sales representative. But this doesn't offer a complete picture of how the company operates. The two ISO benchmarks offer market research customers a way to independently evaluate a company before they commit to working with them.

## QUESTIONS?

Talk more with our Account Management team: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## ARE ALL AUSTRALIAN MARKET RESEARCH COMPANIES ISO ACCREDITED?

In short, no. Ekas is one of only three companies in Australia to hold both ISO standards, and it's important to take this into consideration when comparing us to others in the market.

By holding both ISO 20252 and ISO 26362, you can be assured we work hard to ensure the quality and reliability of your research and data.

## WHAT ARE THE DIFFERENCES BETWEEN ISO 20252 AND 26362?

### ISO 20252:

- Specifies the processes involved in conducting research projects through every step of the journey – from proposal, through sampling, fieldwork and data analysis to the final report.
- Guarantees staff training and development protocols as well as proper control of subcontractors.
- Shows clients their research will be carried out under controlled conditions, therefore providing a high level of confidence with results they can rely on.
- Ensures that each aspect of a project is managed consistently and that respondents are protected.
- Provides an internationally recognised framework for best practices
- Facilitates continual improvement, increased customer satisfaction and staff motivation.

### ISO 26362:

- Is the new international standard specifically created for access panels both online and offline.
- Addresses a wide range of matters such as organisational responsibilities of quality management, confidentiality and transparency around methods and sources of recruitment, confirmation of identity, panel structure/size, and profile data of panels.
- Covers aspects of panel management, including the use of incentives, sampling, frequency of participation, screening and validation of data.

## OUR HISTORY OF QUALITY DATA COLLECTION

1990

**1991** IQCA Created

**1991** Ekas IQCA Accredited

**2004** AS4752 replaced IQCA

**2004** Ekas AS4752 Accredited

**2006** ISO 20252 replaced AS4752

**2006** Ekas ISO 20252 Accredited

**Jul 2009** ISO 26362 & AMSRO Gold Created

**Jun 2010** Ekas ISO 26363 & AMSRO Gold Standard Accredited

**2012** AMSRO Gold Standard Discontinued

2015

# WHAT ARE THE BENEFITS OF HOLDING BOTH ACCREDITATIONS?

For clients, knowing that a company is certified to ISO 20252 and ISO 26362 verifies that the organisation is following processes that are standard in the industry. It reduces errors and provides a framework that produces consistent, reliable and transparent products and services.

## How we look after your research data and files:

- All data is firewalled and password protected.
- All data is backed up securely offsite every day.
- All data is archived and stored for a minimum of 2 years.
- All client material remains the property of the client and is never passed on or used for anything other than the specified task.
- A data recovery plan is in place and tested annually.

## How we address overall project quality:

- Formal briefing for all interviewers before project begins.
- Client is notified and approves of any outsourcing throughout the project.
- All Ekas suppliers either have ISO 20252 or have contractually agreed to comply with its requirements.
- Written approval from the client on sampling methods.
- Every project has and follows company and department-specific procedures and policies.

## How we control data quality & validation:

- Regular interviewer observations on every project.
- A minimum 5% of interviews validated and coding completed.
- All face-to-face validations, CATI, and recruitment telephone calls recorded.
- Transparency and approval of all data edits, such as assumed knowledge and forced editing logic.

## How we maintain panel quality:

- All medical professionals are validated before use.
- Each panel is manually checked for duplicates every 12 months, and any duplicates are removed.
- We keep a full record of every participation for each member.
- Survey data is only used if key questions match that on a participant's profile.
- More than 60% of members have been recruited offline.
- Inactive panel members are removed annually.
- Participants must enter their profile password before accessing online surveys to confirm their identity.
- We do not market or sell to our panels.

## Our staffing standards:

- All staff members are bound by confidentiality and code of conduct contracts.
- All applicants receive reference checks.
- All interviewers are provided with a six-hour preliminary training with ongoing training for 50 hours in each of our CATI, face-to-face and recruitment departments.
- All ekas employees are based within Australia, which means no internal work is ever done offshore.

## Our legal duties:

- Strict adherence to safe practices, the Privacy Amendment Act 2000 and the AMSRS Code of Professional Behaviour.
- Public Liability insurance.
- Professional Indemnity insurance.

## Continuous improvement is achieved through:

- Participation in industry and professional forums and subscribing to membership/ professional literature.
- Provision of adequate resources and information for the system.
- Project reviews to seek opportunities for improvement.
- Internal and external audits of systems to determine strengths and weaknesses.
- A review of any problems relating to any aspect of the business. A record is kept along with the solutions and outcome of the problem.

# ISO ACCREDITATIONS MAKE IT EASY TO MANAGE YOUR RISK

In summary, our quality assurance processes offer you an additional layer of risk management. You can be confident in the knowledge we always use standardised procedures that are externally audited and we have an ongoing commitment to quality.

Working with companies that have decided not to be accredited or are not AMSRO members puts your company and your project at an unnecessary risk. Can you afford to use a company that isn't accredited?