

## **Quality Assurance**

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### **Quality Assurance Policy Statement**

NEMS consider the quality aspects of our business to be of great importance, as only services leading to lasting customer satisfaction safeguard the continuity of the Company.

Management practices and employee work activity will, without exception, promote on-time delivery of services to our customers, which are in conformance with requirements and competitively priced. All work carried out will be in accordance with, or exceed the standards set out in, approved codes of practice.

In addition, the company is committed to a policy of 'right first time' and to a policy of continuous improvement in the quality of services it provides.

Quality procedures will be prepared accurately and adequately to describe the application of this corporate quality programme.

The requirements of the quality procedures shall be fully applied by all Company personnel.

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Signed by  
Geoff Siggins  
Director

## **Procedure Summary**

### **Interviewing – Face to Face**

All required standards of interviewing are set out in our Fieldworkers Handbook, supplied to all fieldworkers and used as a framework for training.

Telephone back-checks are conducted on 10% of face-to-face interviews conducted. These back-checks assess the quality of data collected and the conduct of the interviewer.

A manual inspection of completed paper-based questionnaires is conducted on their return to assess the quality of data recording by the interviewer.

### **Interviewing – Telephone**

Interviewing procedures and requirements are set out in the CATI Interviewers Handbook, supplied to all interviewers and used as a framework for training.

All interviewers undergo a structured training programme on induction and undergo continual assessment and retraining as required to maintain or exceed the standards set out.

Live interviews are regularly and systematically monitored by Team Leaders to assess quality of data recording by the interviewer.

### **Data**

Where data are keyed, software validation checks are performed on entry.

Where appropriate, manual inspection of tabulated output and cross-checks are performed on the data, to help ensure accuracy and integrity.

### **Overall Quality**

Quality control is a crucial element of our service offering, and as a consequence we employ a demanding set of objectives. However as our product is intellectual, and produced on a bespoke basis, the quality is dependent on the intellectual skill of the people engaged on the project. Therefore we believe that it is inappropriate to solely use quality control systems relying on routine checking, which were developed for mass production systems. The key issue is that all material provided to the Client is the ultimate responsibility of the Director(s) in charge of the study.

In addition we introduce a set of systematic quality control procedures tailored to each project, ensuring that:

- reporting procedures be agreed with the client at the outset of the study;
- all consultations, procedures and methods are overseen by senior staff members;
- all quantitative data is validated for data quality; and
- all interpretation of results are undertaken at Director level, drawing on wide experience of many research projects and business scenarios.

Our fieldwork complies with the quality assurance criteria and code of practice of The Market Research Society, the industry's leading professional body and standards watchdog.