

Is Your Company's Research Quality Process Management System Best-in-Class?

Recently updated to meet the changing needs of those working in market research, insights and data analytics, the new ISO 20252 standard provides a framework that helps ensure a consistent level of quality across offices, project teams and outsourced suppliers.

“ISO certification is simply the most powerful way for insights companies to secure real operational improvements and market differentiation.”

Craig Overpeck, CEO, BioInformatics, Inc.



Through the Certification Institute for Research Quality (CIRQ), a successful audit and certification to ISO 20252 establishes guidelines that ease training, transitions, and trouble-shooting. Companies that go through implementation create a Research Process Management System which maximizes quality and efficiency, while reducing duplication of work and overall cost.

Certification demonstrates to existing and potential clients that your company takes quality and compliance seriously.

ISO 20252 is an internationally coveted credential proven to:

- Increase revenue via less re-work, improved employee efficiency and greater client satisfaction
- Improve employee morale and training
- Lower risk from systematic data protection and security controls

As an insights and data analytics business leader, it is essential that you provide an efficient research quality process management system to serve your clients. **Contact Juliana Wood, CIRQ's Director of Certifications, at (202) 800-2545 today to learn more about how certification to ISO 20252 can give your organization a competitive edge.**



Visit cirq.org for more information.