



# members

The Benefits of  
Accreditation



# IQCS

Interviewer Quality Control Scheme

Established in 1986

**The IQCS** is an internationally recognized benchmark quality standard for qualitative and quantitative fieldwork, whose remit covers interviewer and Supervisor recruitment, training and validation/appraisal.

The IQCS standards are held in high regard by both clients and the research industry globally with IQCS accreditation widely recognised by clients not only in the UK but worldwide.

The IQCS's reputation and longstanding commitment to quality fieldwork led to the IQCS standards forming the foundation of ISO's global fieldwork standards ISO 20252: 2012 market, opinion and social research.



## Three categories of Membership

**There** are three tiers of membership:

**1** Fully Inspected Members have their fieldwork annually assessed and accredited by our independent inspectors and enjoy all the benefits of membership

**2** Associate Member companies are organisations whose fieldwork quality is assessed and registered under ISO20252-12, rather than IQCS. As the fieldwork element of ISO20252-12 is an equivalent standard to the IQCS, we have this separate Associate membership category where organizations pay a membership only fee but still enjoy all the benefits of membership.

**3** IQCS user members. These are UK based companies who do not have their own in-house data-collection, but commit to use providers who are IQCS accredited or ISO20252:2012 registered. User members enjoy all the benefits of membership and have their fieldwork projects annually assessed and accredited by our independent inspectors.



## Focus on Quality

**Accredited** Membership of the IQCS is an assurance to both internal and external clients that data-collection standards have met or exceeded a benchmark level.

Working to the IQCS Standards embeds an ethos of quality checking procedures underpinning the data-collection process. The benefits in terms of providing reassurance to clients are:

- ✓ Robust data-collection processes
- ✓ Well trained and motivated interviewers and supervisors
- ✓ High quality interviewing
- ✓ Improved project documentation and management
- ✓ Standardised validation processes

All delivering excellence to internal/external clients



## Cost Benefits of IQCS

**Implementation** of the standards has produced tangible cost savings for members.

**Cost benefits arise as a result of the following:**

- ✓ Increased business opportunities as a result of accreditation
- ✓ More joined up administrative processes
- ✓ Continual refinement of interviewing skills
- ✓ Ongoing improvement in productivity
- ✓ Support of staff through training and appraisals
- ✓ Reduced need for replacing interviews
- ✓ Increased interviewer retention



## Benefits of IQCS Membership

**Badge of Quality:** Accredited user members will receive an IQCS quality mark to display on their website / email footer / advertising

**Listing in the IQCS company members directory:** The IQCS member companies directory is a vital part of the IQCS website. Clients from all over the world use this directory to find their suppliers. More than 45% of all hits on the website are directed to the members directory. Other associations charge about the same rate as our annual membership fee just for this service in addition to their membership fee. Our members benefit from this service without additional charge.

<http://iqcs.org/index.php/membercompanies/>



## Benefits of IQCS Membership

**Working Forums:** We conduct working forums regularly throughout the year and cover hot topics such as changes to data protection regulations, changes to employment law, training of interviewers and supervisors, operational leadership, developments in the industry and related bodies and everything else important to our members.

Members' suggestions for working forums are very welcome and we invite high profile speakers such as representatives from the Information Commissioner's Office, key representatives from the Market Research Society and experts from the world of research to conduct forums.

Our members benefit from working forums without additional charge.



## Benefits of IQCS Membership

**Networking** Events: We always take every opportunity we can to get our members together to network and share common experiences and knowledge. At our working forums we ensure time is allocated for refreshments and socializing before or after the forum itself.

We always finish off the AGM evening with a social – with wine and a delicious buffet, and the opportunity to meet and mingle with industry peers.

All of these present a chance for people to meet old colleagues, new contacts or data-collection suppliers. There is no additional cost to member companies. All this is covered by the annual membership fee.





## Benefits of IQCS Membership

**IQCS Council Advice:** The IQCS council and Gill, our Administrator, have a wealth of market research experience and are very happy to advise members on everything data-collection related – from quality and operational processes to data-protection. Council members themselves work in all areas of market research, including telephone and field operations, qualitative / recruitment field, data security, risk management and other quality standards. If we can't help, however, we will point members to someone with specialist knowledge who can.

**MR Industry Connections:** Council members are also very active in the industry in other areas and have representation on the MRS Company Partner Scheme (CPS), the Market Research Quality Standards Advisory Board (MRQSAB) and the Association of Qualitative Research (AQR), making sure the IQCS stays well connected within the industry.



The IQCS (Interviewer Quality Control Scheme) is an independent organisation, working with providers and buyers of market research fieldwork to develop and maintain high standards of data collection in the Market Research Industry. Clients can be reassured that member companies processes facilitate the collection of high quality robust data.



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