

Interviewer Quality Control Scheme



Interviewer Quality Control Scheme

36th Annual General Meeting

Thursday 24th November 2022

Agenda

- Review of the Year
- Inspections
- IQCS Standards Revision
- MRBA update
- Quality Awards

Review of the year



IQCS Council

- Composition
- Vacancies

IQCS Activities 2022

Current IQCS Council Structure 2022



- 3 Representative members
 - MRQSAB
 - MRS -vacant
 - AQR
- 6 Elected members
 - 6 data collection suppliers
- 1 User member
- 1 Co-opted member

Current IQCS Council Members 2022



Representing Industry Bodies

- MRQSAB - Penny Steele
- AQR –Rachael Penny

Elected members

- Chris Smith
- Daniel Culshaw
- Kerrie Linsey
- Louise Crafts
- Melanie Newall
- Xavier Fonder

User member

- Jackie Megahey

Co-opted member

- Volker Balk

- One Elected Member position to be filled
 - If more than one external nominations are submitted there will be an election via email and votes will be required to be in by Friday 6th January 2023
 - Nominations to Gill Wareing by Thursday 16th December
 - Forms are available on the website or from Gill

WE NEED YOU!



Other Members of the Team

Administrator

- Gill Wareing

IQCS Inspector

- Sue Curtis

IQCS Council Members also work with the following industry bodies/initiatives:

- Market Research Quality Standards Advisory Board
- BSI Technical Committee
- MRS Standards Board
- MRS Recruiter Accreditation Scheme Working Party
- MRS Operations Awards Judging panel
- AQR Board
- Research Network Committee
- Archive of Market and Social Research

Information and support to members

- IQCS Inspections
- Support and guidance directly from Council members
- IQCS.org
- IQCS Newsletter
- Twitter/Facebook/LinkedIn
- Corporate Patron of MRBA

Information and support for the industry per se

- Advisory visits
- IQCS related information available on the web
- MRS Updates and Best Practise – COVID-19 Updates

A huge thanks to Council members:

- Ipsos for hosting the AGM
 - Ronin and Kudos for letting us use their meeting rooms for Council meetings
 - Volker Balk, Kudos for all his continued hard work on the IQCS website - **we couldn't do it with out him**
 - Chris Smith and the Kudos Team for updating the 2022 Award Logos
 - Jackie Megahey, GfK for editing and compiling the AGM slides and for hosting all the IQCS Microsoft Teams meetings

IQCS Inspections in 2022

Inspection Process in 2022

All Inspections are being done remotely via Microsoft Teams / Zoom

- All Inspected Co's where contacted to confirm that they were happy to do remote online inspections rather than face to face as it worked so well in 2021
- IQCS Inspector briefed in depth
- No change to the current standards in 2022
- Applications invited
- One application form for all methodologies
- 7 Inspections conducted so far and an additional 2 inspections to be conducted over the next month

Judging Panel

- The judging panel has met and those members have already received their reports
- The latest reports will be reviewed very shortly
- Three Council members review anonymous reports
- Endorse or query Inspectors' recommendations
- Queries are kept to one side, to be discussed with both Inspectors

Inspectors debriefed

- Feedback to Council / further decisions made
- Feedback to members via the actual inspection reports and letter

Inspection results (For 2023 membership)

Current Potential Membership
= 22 Versus 23 in 2022

- 1 Advisory visit taking place this week
- ISO companies will be asked to renew membership by 31st December 2022
- The IQCS certificate which we issue and our website will clearly indicate if the member company has undertaken an IQCS inspection

Inspection results (For 2023 membership)

- Companies are currently / have been informed of their outcome depending on when they managed to have their inspection
- User Member Category GfK filled this category in 2022
- IQCS user members are companies who do not have their own in-house data-collection, but commit to use providers who are IQCS/ICO accredited (and are inspected to verify this).

Potential Membership breakdown for 2023

	2023	2022
Fieldwork 'Suppliers'	9	11
Fieldwork 'Users'	1	1
ISO 20252 Members	12	11
Total	22	23

IQCS Standard Revision

New Standard 2022

The IQCS Standard had not been reviewed for several years.

- The Council underwent a review process against the new version of ISO 20252
- ISO 20252:2019 was updated chiefly to reflect changes in the data protection landscape and new data collection techniques. The review focused on the impact these changes had on interviewer-administered data collection for market research fieldwork
- The review also looked to make layout and formatting improvements to the Standard that did not materially affect requirements for businesses, but made it easier to understand and apply the Standard, such as (a) the use of tables and (b) consistency in wording
- Numbering of clauses has changed from Section 3 onwards is correctly and sequentially numbered.

Summary of changes:

- **Wording improvements:** Respondents → participants, to reflect MRS wording.
- **1.7 'Complaints procedure':** New clause added.

The organisation shall maintain a complaints procedure that allows participants to either connect to a live person or listen to a recording providing the following information:

- a) confirmation of the call number from which they were contacted;
- a) the identity of the market research entity placing the calls;
- a) assurances that the calls were generated for market research purposes.

New Standard 2022

Summary of changes:

Training

- 3.3, 6.2 'Training content'
- Mention of knowledge of information security requirements added in

Table 1 – General MR Standards/Administration
The MRS Code of Conduct
Appropriate elements from data protection guidelines
Appropriate elements from Health and Safety guidelines
Appropriate times for interviewing
Special care when interviewing children, OAPs, vulnerable adults, etc.
Assurance of participant confidentiality and anonymity
Explanation of the certain types of market research to be undertaken
Market research terminology and jargon
Knowledge of the organisation, personnel, administrative procedures and all relevant manuals
Role of the supervisory team and head office
Knowledge of any CAPI/CATI software used
Full knowledge of the IQCS minimum standards
Full knowledge of the IQCS procedures and the organisation's requirements
Full knowledge of the organisation's validation procedures on all methodologies
Knowledge of information security requirements applicable to their role
Group Recruitment
Full knowledge of <u>hostessing</u> , venue requirements and the role of the moderator
Full knowledge of group recruitment administration
Project Management:
Briefing a project
Quota control
Sample management (if appropriate)
Editing/Checking questionnaires

New Standard 2022

Summary of changes:

Training

- 5.3, 'Minimum training time'

Now provided in a table format for convenience

Individuals Type of personnel	Minimum training time		Notes
	New to market research	With recent and relevant market research experience	
Field-based interviewers	12 hours	3 hours	This may include some time spent conducting dummy interviews in field.
Telephone centre-based interviewers	6 hours	3 hours	This may include some time spent conducting dummy interviews or in roleplay exercises.
Recruiters	6 hours	3 hours	
Project-specific interviewers	As determined by the organisation		

Summary of changes:

Training

■ 5.7 'External training providers'

Formatted as a clause

If training is subcontracted to a third party, the IQCS member company shall ensure that:

- a) the training supplier is appropriately and adequately skilled;
- b) the training content covers all appropriate elements within the type of training being given (see **Table 2** and **Table 3**), including organisation-specific background and administrative information (unless that part of the training is covered by the organisation);
- c) all training materials and the length of training provided are appropriate and adequate, in line with IQCS training requirements;
- d) details relating to the training given, and the training materials used, shall be kept on file by the IQCS member company.

New Standard 2022

Summary of changes:

- **6.2** 'Frequency of appraisal'
- Now provided in a table format

Yearly assignments / projects	Appraisal frequency
1-4 assignments	Once every alternate year, or on the next occasion thereafter that they work, if they are used less frequently.
5-9 assignments	Once per year
10 or more assignments	Twice per year, ideally once in each six-month period, i.e., once January to June, and once July to December.

NOTE 1: The first appraisal shall be carried out either within six months of the date on which the individual was accompanied on their first assignment, or on the next occasion thereafter that they work, if they are used less frequently.

NOTE 2. For example, an individual who had their training accompaniment in February, would be due for appraisal before the end of August (i.e., within 6 months).

New Standard 2022

Summary of changes:

- **7.7 ‘Validation levels’**
- Now provided in a table format

Data collection Method	Validation		Notes
	During fieldwork Percentage (%)	Post-fieldwork Percentage (%)	
Field-based interviewing	10 %	10 %	Postal validation should be sent out within two weeks of the interview being conducted.
Depth recruitment	10 %	10 %	In cases where ten or fewer depth recruits were achieved, at least one shall be validated.
Group recruitment	10 %	10 %	The percentage of validation applies to participants who attended groups on that project.
Telephone centres (listening-in live / recordings)	5 %	10 %	At least 75 % of the total length of any interview/recruitment call shall be listened to.
Telephone centres (re-contact)	10 %	10 %	Validation shall determine as a minimum the following: (a) whether the interview took place; (b) the date and subject matter of the interview; (c) the duration of the interview; and (d) key demographics, screener data, and eligibility questions.

NOTE: The organisation shall ensure that validation is carried out as soon as practical after the completion of the interview. Validation thresholds shall be met during fieldwork, where possible, and no more than six weeks after fieldwork completion in any circumstances. Wherever possible, this should be before the data collected are processed and/or delivered to the client.

New Standard 2022

Summary of changes:

‘Glossary of terms’ simplified to exclude obsolete terms not relevant to the standard, such as:

- access panel
- electronic data capture (EDC)
- executive
- respondent

..and addition of terms like:

- group recruiter
- group moderator
- participant
- recording



New Standard 2022

Next steps?

- **Revised version** – this will be sent out in January and remain in consultation for 1 month
- **Final Standard** – out in March 2023
- **Inspections** – will be against the new Standard from March 2023 onwards



The Market Research Benevolent Association

Helping Researchers in Need for More Than 40 Years

Who are we?

- Established in 1977
- Independent, run by volunteers and dependant upon the support and generosity of colleagues in market research

Our Mission

- Provide financial relief, assistance and support to people from our industry, and to their dependants where appropriate, who are experiencing financial distress, so they can get their lives back on track

Here to help...

- Anyone who works, or has worked, in the UK market and social research industry for at least 2 years...working currently is NOT an eligibility requirement
- This includes
 - Interviewers & recruiters
 - Researchers
 - Office based staff
 - Clients and consultants
- Membership of the MRBA (or MRS) is NOT a requirement

Here to help...

- If you are, or a dependant family member, or someone you know in market research, is in severe financial difficult, contact the MRBA
 - Cases and identities are kept confidential
- The need for financial support can be because of:
 - Illness
 - Injury or accident
 - Carer responsibilities
 - Or other personal problems

Examples of help

£100 buys
food for a
family

£3,000+ can
help with
funeral
expenses

£500 can
pay off
council tax
arrears

£750 can
help with
mortgage
repayments

£2000
towards
energy bills

£1,000 can
put a car back
on the road



- Launched 2018
- Annual bursaries for people in the UK social and market research profession wishing to develop their skills
- For more information please visit: <https://www.mrba.org.uk/skills/>

How can you help

- Follow us on social media and like/repost
- Circulate MRBA Matters
- Send out the MRBA leaflet to your Supervisors, Interviewers, Regional managers and Recruiters – F2F and Telephone
- Mention us in your publicity
- Put our logo and link on your corporate website
- Become a Corporate Patron or Friend
- Join our 'Raising Awareness' discussions in the New Year

Our Corporate Patrons





Thank you!

**Without your support we would not be
able to help those in need within the Market Research Industry**

info@mrba.org.uk or visit www.mrba.org.uk

**market-research-
benevolent-association**



@MRBAtweets



mrba.org.uk



IQCS Quality Awards 2022



IQCS Quality Awards 2022

The 8th year of the **IQCS Quality Awards** is here to recognise those individuals and member companies who go the extra mile in making quality an integral part of the entire data-collection process. We have had a great year with 13 submissions across the 5 categories. The standard of submissions were again excellent

Categories:

Interviewer Excellence
Data Collection Excellence –Telephone
Data Collection Excellence –F2F
Best Interviewer Training and Development
Quality Ambassador Award



IQCS Quality Awards 2022

The IQCS Quality Awards celebrate the unsung Heroes of Quality in research operations

They are an opportunity for companies to showcase the excellent work that they do in delivering quality data-collection for both internal and external clients. They embody everything that is great about being a part of the IQCS and highlight the passion and pride our membership have in upholding the core values of IQCS throughout their work

As a category winner, not only do you receive the prestigious award itself, but also receive an Awards Winners Logo, for use on your website and in marketing materials, to demonstrate your achievements



IQCS Quality Awards 2022



What were the judges looking for?

For Interviewer Excellence: -This can be an individual or Team

- Dedication to Quality
- Proven robust data-collection
- Consistently delivering high quality interviewing
- Going the extra mile to complete a challenging project
- Delivering excellence to your internal/external client

IQCS Quality Awards 2022



What were the judges looking for?

For Data Collection Excellence:

These Awards celebrate the best in F2F and Telephone Data Collection

- Proven robust data-collection
- High quality interviewing
- Going the extra mile to complete a challenging project
- Delivering excellence to your internal/external client
- Demonstration of great quality assurance processes underpinning the data-collection process

What were the judges looking for?

IQCS Training and Interviewer Development

- Great feedback from Interviewer attendees on both the content and administration of the training (could be examples of post-training feedback forms).
- Promotion of the core IQCS values throughout the training
- Inclusion of relevant information on the MRS Code of Conduct and the GDPR
- Innovation and creativity in delivering the training – could be multi-media, PowerPoint, or through inter-activity
- Development of existing skills through targeted follow on training in response to monitoring feedback or the unique requirements of a specific type of work (e.g. probing skills, handling B2B Gatekeepers, qual interviewing)
- Strong focus on improving interviewer competence, confidence, engagement and morale, investing in the continual improvement of skills to ensure quality and aid interviewer retention

What were the judges looking for?

IQCS Quality Ambassador

- Details of how the particular individual or team have been pro-active quality ambassadors for their organisation
- Evidence of how they promote and encourage high quality standards across their business
- Details of how the overall quality of data-collection processes or deliverables has been positively affected by the efforts of the quality ambassador/s
- Feedback from users of the data-collection on the positive impact the quality ambassador/s has played in ensuring quality underpins all aspects of the data-collection process

IQCS Quality Awards 2022

Application process

Entries were presented in the form of a maximum **500 word submission** to include up to **3 additional testimonials** in support of the application

All entries independently adjudicated by:

Claire Harris (ex-IQCS Chair) **Once again a huge thanks to Claire**

Penny Steele (current IQCS Chair)

Plus, a huge thanks to Ginny Monk for helping me present the Awards this evening



The Results

Winner of the Interviewer Excellence Award



Winner of the Data Collection Excellence Award-Telephone



Winner of the Data Collection Excellence Award- Face to Face



Winner of the Best Training and Development Award



Winner of the Quality Ambassador Award



Award Winners 2022



- All winners will be send the judges' comments
- Their winner's logo for marketing and PR purposes
- Plus, their well deserved Award

CONGRATULATIONS AGAIN

Thank You!

So a huge thanks to everyone who came along
tonight and all the presenters

IQCS Council wish you all a Healthy and Happy
Christmas and a very Prosperous and Peaceful
2023