



Interviewer Quality Control Scheme (IQCS)

2007 Field Conference
Guest Edition Newsletter

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Contact Us

<http://www.iqcs.org>
info@iqcs.org

Welcome

Welcome to the first guest publication of our periodic IQCS newsletter. We try and keep members updated with any legislative or industry related information that is of relevance to those working in data-collection, whether that's telephone or field.

IQCS Web Site

As you are aware we have a lot more information and features on our new improved website. We now have the capability for multiple members from each member company to sign up to our discussion board. Once you have a login and pass word you can elect to receive an email alert to the posting of any new query, whether you have a recruitment query, are looking for a recommendation for a the best CAPI/CATI/WAPI package, admin/scheduling system or print/phone supplier...or simply have an industry-related problem you'd like advice on.

We also have space for information on the latest Working Forums, Standards, Council appointments and, of course, social events like our forthcoming Summer Party in August (more on this in the next communication).

IQCS Discussion Forum

Forum	Topics	Posts	Last Post
Public			
Networking Used to chat about general IQCS issues Moderator: zabmasat	3	4	23 Jan 2007 01:22 am zabmasat
General Quality Discussion General topics around quality issues Moderator: zabmasat	1	2	22 Mar 2007 03:09 pm zabmasat
Did you know that...? Useful info not only related to MR.	1	1	05 Feb 2007 10:10 am zabmasat
Member			
Jobs Discuss opportunities available Moderator: zabmasat	0	0	No Posts
IQCS Members Moderator: zabmasat	1	1	27 Feb 2007 09:14 am zabmasat
Interviewers spare/requested IQCS member companies looking for interviewers or have some spare Moderator: zabmasat	2	2	17 Apr 2007 09:35 am zabmasat

**Discussion
Forum**
-Be a part of it.

Join our discussion forum,
the place for
Market Research
Professionals to
share questions,
suggestions, and
information about
the industry.

The Discussion Forum is easily accessible and registering is straight forward. **Everyone is welcome to join in!**



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To register please click on the *Discussion Forum* tap in www.iqcs.org,

choose Register and follow the instructions.

- IQCS member companies have full access to all forums.
- Non members have access to all public forums.
- Multiple registrations per company are welcome.

IQCS News

IQCS and ISO20252

An ISO20252 inspection does not equate to (and cannot be substituted for) an IQCS inspection in the same way that a BS7911 inspection of fieldwork processes could be substituted for an IQCS inspection under section 6 of the outgoing MRQSA standard.

For the last few years IQCS has been unable to change the standards as we would have liked, because of this tie-in to section 6 of the BS7911 standard. With the substitution of BS7911 for ISO20252, the IQCS becomes a truly independent standard once again, with the flexibility to review and revise our standards in order to keep them up-to-date, ensuring they reflect the latest working practices and technologies we use in our daily data-collection processes.

In November 2006 we launched the review at our Working Forum on standards, and with input from the membership will be reviewing the standards throughout the year to ensure they reflect their own, and their client's, needs.

Working Forum on New Technologies

Scheduled for September we have Volker Balk (General Manager of Ronin) and Jackie Megahey (Director – Information Security at GfK NOP) chairing a working forum on standards and new/emerging technologies in data-collection, where there is an interviewer interface at some stage. Areas we will be looking at will include recruitment to access panels, recruitment to online surveys, outsourced interviewing (where a company will have interviewers at another company browse onto their CATI platform), Online focus group recruitment and interviewing, mixed mode (where interviewers may start interviews on CATI and respondents have to use some material via the internet or do parts of the questionnaire online whilst talking to the interviewer). Look out for details of date and venue which will be circulated to the membership soon.

New Improved Inspection Forms

As part of our ongoing review of processes to ensure the IQCS inspections are the most comprehensive, contemporary and relevant to today's modern fieldwork environment, we have been reviewing inspection forms. The first difference you'll see will be in the new application form. We have removed some of the historic information which we used to require for the purposes of charging (such as size of field force and number of interviewers trained) which I know was often onerous to produce, and have created a much simpler, leaner form.

Modified Inspection Grading System for 2007

We are also dispensing with the old grading system in favour of a simple pass or fail in meeting various areas of the standard. We will of course continue to provide a full report from the inspectors which I know many of you find invaluable – and constructive.

New Inspector for 2007

We have a new inspector joining our team for this year's inspections. Gaynor Montague recently retired as Director of Operational Services (and Board Director) of GfK Martin Hamblin. She joins existing inspectors Daphne Eatwell and Daphne Steggals.