

Synovate achieves another first in the pursuit of excellence: ISO 20252

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Synovate has again demonstrated their commitment to quality and the company is now compliant with the requirements of ISO 20252. Synovate is the first marketing research company in South Africa to achieve this status.

Synovate in South Africa has implemented an all-encompassing Quality Management System (QMS) which embraces the principles of both ISO 9001 and ISO 20252. ISO is the International Organisation for Standardisation and through organisations such as SABS in South Africa, it provides accredited conformity assessments for services industries.

Synovate already holds an ISO 9001 certification which is an international standard focussing on **best business practice**. Synovate was the first marketing research business in South Africa to achieve ISO 9001 certification in the 90s and is again taking the lead in the move to ISO 20252.

Focus on quality in research

ISO 20252 focuses specifically on **marketing research** and Synovate's compliance ensures the delivery of international best practice in our field.

Synovate's Quality Management System incorporates the standards of ISO 20252 that revolve around managing the executive elements of research (those aspects of the research process that involve the client such as proposals, presentations, briefing and sampling), the data collection process, data management and processing as well as the reporting on our projects.

Charlotte Jackson, Managing Director states, "Synovate has consistently focussed on the continuous improvement of the quality of our service. Our compliance to the principles of ISO 20252 was the natural next step for us to take in our mission to deliver the highest quality research in South Africa."

Focussing specifically on services for FMCG, Honore Gasa, head of the sector within Synovate, states that, "the fact that we comply with ISO 20252 means that our clients can enjoy confidence in the highest quality of service. This, together with our market-leading solutions, means that we have an exceptionally compelling offer in the very competitive FMCG space."

What this means for our clients

We are able to offer a continuously improved service due to the streamlining of processes and a more efficient approach thus decreasing the risk of error and creating more time to add value to the results in terms of insights and market knowledge.

Jackson continues saying, "Our sector expertise and capabilities extend across FMCG, Alcohol and Tobacco, Information Technology, Telecommunications, Automotive, and Financial Services and our holistic approach to quality that is supported by the rigour of ISO 20252 means that we can deliver consistent quality in every sphere of our business."

Jackson concludes that "By being the first market research company to offer this in South Africa, we can confidently say that Synovate's market research offering remains at the forefront of the industry."

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs over 6, 000 staff in 121 cities across 63 countries.

More information on Synovate can be found at www.synovate.com and www.synovate.com/southafrica.

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