

Quality thinking is not new at Maritz Research. Our Quality Management System was originally registered to the ISO 9001:1994 Standard in 1999. In 2003, we successfully upgraded our ISO registration to the ISO 9001:2000 Standard. During the spring of 2010 we became the first U.S.-based company to achieve ISO 20252 certification. The Market, Opinion, and Social Research Standard has been in use in Europe and Asia for several years. The Standard establishes globally recognized terms and definitions, as well as the service requirements for organizations and professionals conducting market, opinion, and social research. Maritz Research in the UK has been registered to the ISO 20252 Standard since 2007.

Any ISO Standard essentially provides a “blueprint” for developing and implementing an effective quality management system. Maritz Research has used this “blueprint” to establish, document, and maintain our own Quality Management System, which in turn helps us ensure quality output from each of our business processes and ultimately ensures the quality of what we deliver to our clients.

The essence of the ISO 20252 Standard is to ensure a consistent quality of research across all locations where the research is conducted. The standard also requires transparency between research suppliers and their clients from the proposal phase through the final reporting. By adhering to the ISO 20252 standard Maritz is able to:

- Drive standardization and efficiency in our delivery of a quality research product
- Improve communications throughout the research process, both internally and with our clients
- Utilize formal systems for uncovering inefficiencies and encouraging permanent and system-wide search for solutions
- Clearly define internal responsibilities
- Create a foundation for continuous improvement
- Compete in the domestic and global marketplace
- Earn the acknowledgment of customers who require ISO registration
- Elevate Maritz Research’s suppliers’ performances, which is integral to the research we provide

Registration to the ISO 20252 assures our clients that the research processes have been carried out in ways which are recognized by the industry and that Maritz is accountable for the quality of our work, including any portions that may be carried out by those we contract with. Having an independent, accredited registrar (CIRQ) carry out regular audits of our Quality Management System shows that this is more than just our claim – it has been independently confirmed.

Maritz also has a team of internal auditors who continually audit and monitor quality activities at every site to ensure that we meet the requirements of the quality system in all areas of our business and at all points in our quality process. This internal auditing activity also enhances staff knowledge, supports best practice sharing, and feeds our continual improvement efforts.

Our registration to the ISO 20252 standard is an integral part of our quality commitment. It is something we would not do without, even in the recent tough economic times. It has become how we do our business and satisfy our customers.

- **Cathy A. Becker, Director, Research Services, Maritz Research**