



ISO 20252:2019

Market, Opinion & Social Research, Including Insights and Data Awareness



Course Information

Course Name	ISO 20252:2019 - Awareness
Course Designer	World Wide Industrial and Systems Engineers
Course Category	Market, Opinion & Social Research, Including Insights and Data
Course Duration	1 day
Cost of Course	Refer to Training Schedule

Course Overview

The ISO 20252:2019 Market & Social Research Standard sets the requirements for a quality management system and the requirements for a senior management to be responsible for the quality of client services such as quantitative and qualitative research, research proposals, designing a questionnaires, sampling and data processing and continual improvement, plus guidance on the recruitment and training of fieldworkers, etc.

ISO 20252 - Market, Opinion & Social Research, Including Insights and Data

Who Should Attend?	Anyone involved in the marketing, research and/or data collection of an organisation's products or services.
Course Objectives	By the end of the course, the learner will be able to: • ensure timely delivery of services • enhance your reputation & provide a competitive advantage • improve operational management and control of access panels • reduce errors and rework • provide a basis for subcontractor evaluations • ensure a more efficient and reliable delivery of products/services • increase staff morale and provides clarity on internal responsibilities
Benefits	• Enhances the management of risk • Increases efficiency and productivity • Improves product and service quality • Improves buyer confidence • Increases loyalty and satisfaction • Is a model to reflect the professionalism of your organization • Assists in the protection of respondent privacy • Becomes a training platform for new employees • Fosters a culture of quality/continuous improvement • Confirms your organisation's commitment to quality assured processes internationally • Increases opportunities for international business • Brings professionalism to our industry

Course Content

Course Modules	1. Research process management 2. Management of executive elements of research 3. Data collection - the recruitment, training, verification of work and appraisal of interviewers 4. Document management and control 5. Data management and processing 6. Reporting on research projects 7. Information security and privacy 8. Client engagement
Certification	• Certificate of competence. • Certificate of attendance.

Assessments

- If applicable, there will be an assessment at the end of the course.
- Delegates have to complete the assessment with a minimum score of 60% to receive a certificate of competence.
- Delegates who score between 40% and 59% will get a second attempt at the assessment.
- Delegates who score lower than 40% or fail the second attempt, will need to repurchase the course.
- Delegates will receive an attendance certificate regardless of a pass or fail.

About WWiSE

Who are we?

World Wide Industrial & Systems Engineers (WWiSE) is an ISO consultancy, training, business solutions and systems implementation firm based in Southern Africa that provides clients with effective business processes and Safety, Health, Environmental, Risk and Quality (SHERQ) management solutions in preparation for ISO compliance. The solutions we provide and implement allow our clients to compete favourably in modern competitive business environments, locally and internationally. We also strive to be the leading training providers in SHERQ, ISO, Engineering, Finance, Business and Project Management.

What do we do?

- Our services are aimed at the improvement of quality, efficiency, knowledge, and competitiveness of client companies. The service range includes:
- ISO and SHERQ Systems implementation services whereby we assist client companies in meeting the requirements of ISO 9001, 14001, 22000, 31000, 27001, 20000-1, 50001 and ISO 45001 standards.
 - Integrated Management Systems development whereby we integrate several business systems and quality management solutions into a single management system to comply with various quality and safety standards.
 - Training of all employees (Shop Floor to Executive Management) in the fields of SHERQ, Engineering, Finance, Business and Project Management to meet the job responsibilities and expertise requirements of International Standards.
 - ISO, Legal auditing which includes gap analysis audits, product, process, procedural, and systems auditing by our registered SAATCA auditors.

- Customised web-based solutions integrating current systems to be in line with ISO requirements

We are a Level 1 BBBEE Contributor that specialises in systems development, consultancy, training, and auditing.