

# Quality



*Over twenty years of quality in-store research*

(20 years ago) **Interviewer Certification:** An early component of Sorensen Associates quality program was our unique interviewer certification program. Since the majority of our research is based on data collected at the point-of-purchase, we started a certification program for trained in-store interviewers from MRA member field services. Professional data collection in the retail environment requires training as “customer service representatives” in addition to standard interviewing skills. Besides knowing the interviewers on every project, we monitor their individual performance on every single study.

(10 years ago) **Field Auditing (Mystery Shopping):** We deploy an independent force of trained “auditors” in each of our markets. Each study is shopped by having one of these decoys “break-in” to the study (according to our directions) and then complete an evaluation of the **interviewers’ performance.**

(2001) **ISO 9001:2000 Certification:** Sorensen Associates was independently assessed by Perry Johnson Registrars and found in strict conformance to ISO 9001:2000 quality standards. An important aspect of this program is our Client Satisfaction Measure. The final mile in delivering quality research to clients is understanding marketing issues and providing actionable analysis:

- Interviewer Certification and Auditing
- Respondent Validation
- Client Satisfaction Measures

[www.sorensen-associates.com](http://www.sorensen-associates.com)



Sorensen Associates **the in-store research company™**

Oregon: 1.800.542.4321      Minnesota: 1.888.616.0123