



**CASRO Institute for Research Quality
Announces ISO Certification of Kantar Operations North America**

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For Immediate Release

For More Information
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Port Jefferson, NY – The CASRO Institute for Research Quality (CIRQ) has awarded certification to Kantar Operations North America for compliance to the ISO 20252 Standard for Market, Opinion and Social Research.

ISO 20252 establishes globally recognized terms, definitions, and service requirements for project management in research organizations. Processes outlined in ISO 20252 are designed to produce transparent, consistent, well-documented and error-free methods of conducting and managing research projects. Adherence and certification to such standards provides a basis of confidence for clients and other constituencies that the work produced is being executed with quality processes and controls in place. Implementation of this ISO standard improves an organization's productivity and efficiency by creating clear lines of accountability, reducing errors and rework, shortening cycle times, and reducing costs. The internationally recognized standard also provides a basis for subcontractor evaluation and can enhance global competitiveness.

Kantar Operations North America is a provider of consumer and business-to-business data collection and production marketing research services to Kantar Operating Companies. This certification covers all of Kantar Operations North America's projects managed through the Kantar Project tool; and includes its locations in Ohio, Illinois, California, Pennsylvania, Ontario and Quebec.

CIRQ auditors, all of whom have extensive experience in the market research industry, examined procedures at Kantar's headquarters in Ohio as well as work conducted in their other locations. The certification covers all of Kantar Operations in the U.S. and Canada.

"The benefits of attaining ISO 20252 certification is already paying off with large business opportunities due to the standards and processes implemented at KO NA," said KO NA Quality Manager Cindy DeLuca.

More information on Kantar Operations' certification can be found on the [CIRQ Registry of Certified Companies](#).

About CIRQ

The Council of American Survey Research Organizations formed the CASRO Institute for Research Quality ([CIRQ](#)) to provide assessment and certification services to research firms headquartered in North America desiring to be registered to ISO 20252 and/or ISO 26362. CIRQ is committed to providing timely, thorough, and impartial assessments of their customers' quality management systems in order to make a determination regarding certification to ISO 20252 and/or 26362. CIRQ has been established in compliance with all ISO requirements for certification bodies that provide auditing and certification services for ISO 20252 and 26362. In order to conform to its mandate of objective and impartial audits to these ISO standards, CIRQ is independently operated and managed under the oversight of an Advisory Board and submits to an annual, audit to ISO/IEC 17065 Standard for Conformity assessment *Requirements for bodies certifying products, processes and services* by external authorities on ISO certification bodies.

About Kantar Operations North America

Kantar Operations North America is part of Kantar, the insight and consultancy arm of WPP Group plc, a FTSE 100 and NASDAQ listed company. Kantar Operations is an internal provider of market research services to the Kantar group whose role is to identify, create and deliver operational solutions for Kantar's research businesses by harnessing the combined power of technology, people and know how. The organization's strategy is firmly rooted in the needs of the end clients served by Kantar's research businesses including Added Value, Millward Brown and TNS. As the custodian of Kantar's operational strategy, the organization is accountable for optimizing operational performance by establishing common global standards for core market research processes such as data collection, scripting, coding, data entry and data processing, process tools, software and technical solutions. Centrally, it drives and develops best practice around areas such as sampling, respondent engagement and new methods of data collection such as mobile and social media. Kantar Operations also is responsible for leading Kantar's global sourcing strategy, which involves the development and management of offshore and near-shore hubs.

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