The C Q S
9 Point Quality Assurance Program

1. **Recruiter to Supervisor Ratio**

   To insure that recruiters follow the screener criteria to the letter, with no deviation from the script and recruitment protocols, we employ a 1 to 8 ratio of supervisors to recruiters. This ratio assures that recruiters follow instructions to the letter, with no deviation from the screening protocols.

2. **Training**

   All prospective recruiters are given a reading, writing, comprehension and speaking test before being invited to an orientation session. If invited, they must receive at least 20 hours of market research training. This includes extensive training in communications techniques, open-end probing, computer assisted telephone interviewing, skip patterns and many other marketing research protocols.

   After training, new recruiters are fully monitored for their first 30 hours of live project work. Training for experienced recruiters also includes a thorough briefing of the screening criteria and mock recruitments, and specific tips on securing recruitment cooperation.

3. **Recruitment Database Management**

   After each focus group all respondents are updated in our respondent database. This helps assure that "professional" repeat respondents are not used in our focus groups or IDIs. New potential respondents are added to our database through referral sheets that are handed out to respondents after focus groups and IDIs. Respondents return these sheets by mail or fax with the names of friends or co workers. These referral sheets help provide a continuous supply of "fresh" first time respondents. (Other new first time respondents are obtained from ads in newspapers, faxes to Associations, our websites and church groups.)

4. **Field Control**

   Written field instructions (supervisor & recruiter) are prepared. Instructions cover quotas, schedules, and key issues to note (e.g. unusual skip patterns, pronunciation guides, pre-lists with which to become familiarized). If the job is done via CATI or Online, detailed question by question instructions are not prepared.

5. **Monitoring Procedures**

   Our recruiters are monitored continuously. Each interviewer/recruiter is monitored at least once per day for technique and content. Politeness and completeness are key aspects of each monitoring review.

6. Client Monitoring

A remote monitoring schedule can be set up so clients can monitor recruiters without the recruiters knowing when they are being monitored by a client.

7. Validation / Verification

When recruiting for focus groups/IDIs, we strictly adhere to the client's screener. Unless otherwise directed by a client, standard panels are recruited to conform to racial composition of the city in which our facility is located. After a screener is completed, a supervisor enters the responses on a grid sheet and validates the responses and conducts logical checks to look for mutually exclusive responses, etc.

First Call Back – All respondents are called to confirm the receipt of instructions and directions. Key screening questions are asked again and the answers given are compared to the respondent's original answers.

Second Call Back – Confirmation calls are made to all respondents 24 hrs. prior to the group. Respondents that we cannot reach and respondents who do not call back to confirm their attendance are considered cancelled.

Third Call Back – On the day of the focus group, or IDI, one last call is made one or two hours prior to the study to reconfirm the respondent's attendance and the time the time they are expected to show.

Final RE-Screening – As each respondent arrives at our facility, they are given a re-screener and answers are compared to the original screening criteria. Respondents who have changed their answers are dismissed and no incentive is paid.

8. Disposition Reports

Daily cumulative Recruitment Progress Reports can be viewed by clients that contain information recapping daily completed recruitments and recruitment rates etc. Weekly disposition reports can also be obtained.

9. Reporting

Numbers are posted either electronically or manually, depending on the parameters of the job. Once posted, all reported numbers are checked back to computer tables.