

## Quality Assurance Policy

Date last reviewed: January 2025

Insightful Research prides itself on the high quality of work that it produces and is committed to delivering work to the highest possible standards. We have a number of procedures in place to ensure we continue to meet our own high standards consistently for every piece of work and for every client.

The director, Jill Elston, personally takes responsibility for each piece of work that Insightful Research conducts – the business survives or fails on our performance and ability to meet client needs, and so ensuring quality could not be more central to our corporate culture.

### 1. External quality standards

- We are members of the Market Research Society and abide by the Market Research Code of Conduct.
- The director is a highly experienced researcher and is a specialist in the education and learning sector. She brings a wealth of broad market experience and knowledge to each project which allows her to understand the issues and place the responses in context.
- We are committed to ensuring that we are up to date with industry developments (both market research and our market sectors) by reading relevant publications and attending/ contributing to seminars and conferences. We have a strong commitment to training and development, and budget is set aside each year to contribute to a programme of training and development.

### 2. Project management

- A formal project proposal is submitted to the client in every case.
- Acceptance of the proposal (including any changes) is confirmed in writing to the client, together with a project schedule.
- All projects are set up using our project management software and clients given access to the portal. This provides transparency on project progress and provides secure file storage for sharing key documents.
- Any key project meetings/ discussions are followed up with meeting notes circulated to all participants which will include, as appropriate, agreed actions, responsibilities and deadlines.
- Any key documents (proposals, discussion guides, debriefs etc.) are signed off by both the Director of Insightful Research and by the client as a quality control measure before being issued.
- Project documentation is kept securely electronically and filed by project.
- We have a Data Privacy policy in place to ensure the confidentiality of client data stored on our systems – copy available on request.

### 3. Project design

- Each project is tailored to meet the specific business needs of each client/ brief
- We think carefully about the intended research audience and design a data collection method that reflects the needs and any sensitivities that exist – e.g. children and young people, international audiences etc.
- The research approach is designed to allow respondents to provide information/ responses in the most appropriate/ comfortable way and allows them to express their genuine view (without constraint). Respondents are always given the opportunity to refuse to answer a specific question/ topic area, and the moderator is sensitive to these issues
- All questions are framed neutrally, and respondents are not led towards a particular point of view – indeed, the moderators actively encourage opposing/ differing points of view from respondents during the research sessions
- All aspects of all research projects are personally overseen by the Director. As part of our project proposals we may, on occasion, suggest working with additional researchers or other small research agencies where we feel the project would be enhanced by a complementary skillset or additional resource to allow us to work more quickly and efficiently. All our subcontractors are subject to rigorous checks, and our policy is to only use subcontractors with an equivalent level of experience to the Director of Insightful Research. All our subcontractors must adhere to Insightful Research's policies and quality standards. We do not use more junior staff.
- We maintain open and continual dialogue with our clients and provide ongoing feedback as the project progresses so that the team can ensure that the project's objectives are being met.
- All of our field agencies adhere to best practice when recruiting respondents, including back checking/ respondent verification etc.

### 5. Analysis and reporting of findings

- All of our presentations include technical project information including methodology, sample profile and size and timing.
- Our analysis conforms to industry standards and we report on sample size and confidence intervals for quantitative data.
- As far as possible we ensure that responses are interpreted in an unambiguous way.
- We are careful to ensure any analysis is unbiased, and that feedback reflects an honest and balanced representation of the views expressed by respondents and any quantitative data collected. We illustrate this with direct verbatim quotes and data charts, and all raw material and data is kept for further review/ evaluation if required.
- In our presentations, we clearly delineate between respondent feedback/ facts and our interpretation of this feedback so that our clients are able to differentiate between the two.
- Any conclusions we make are clearly evidenced in the data and accurately reflect the project findings.

## 6. Providing a good service and a culture of continuous improvement

- We are very conscious of the potential effect of research on the organisation's relationship with its customers, potential customers and stakeholders. We approach every project sensitively and ensure that we are appropriately briefed on any issues and implications of the work so that we are knowledgeable and professional (irrespective of the audience) – we are not only representing Insightful Research but also, where research is not conducted blind, our client
- If any problems arise, we commit to discussing these openly with our clients and proactively seek solutions so that the impact on the output is minimised
- We encourage, and seek, critical feedback from both our clients and suppliers so that we can continually improve our quality standards. We are always seeking to improve quality and after each project invite our clients to submit their feedback on their experience of working with us.
- It is extremely important to us that our clients receive a good service, and as a small company, we consider one of our key strengths to be that we are flexible enough to meet client needs as they arise. Whilst we have no 'formal' service standards in place, the director is committed to providing an excellent service to our clients. This means that we return phone calls and respond to emails and other communications as soon as possible (given practicalities). We also try and accommodate any client requests as far as possible such as additional feedback, interim/ top line reports etc.