Lightspeed Research Australia Awarded Base QSOAP Accreditation

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The Quality Standard for Online Access Panels (QSOAP), which is based on ISO 26362, has been developed by the Association of Market and Social Research Organisations (AMSRO) for the online access panel management and use.

To achieve the QSOAP accreditation Lightspeed Researchâ€™s online panel in Australia had to achieve ISO20252 accreditation and meet additional tight quality control demands. The company has always been committed to delivering highest quality online access panels.

Having supported the implementation of quality control measures across the online access panel industry the company was particularly pleased to be one of the first companies to be audited and accredited.

Only AMSRO member companies that operate access panels as part of online data collection functions can apply for the Quality Standard.

Terry Wiley, CEO for APAC said
â€œWe are really pleased that the high standards and rigorous quality controls we employ at Lightspeed Research have been recognised through the QSOAP accreditation. As all of our Asia-Pacific panels are managed from our Australian office, clients can be completely confident in the quality of the respondents they are using for their research projects across the region.â€•

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About Lightspeed Research
Lightspeed Research is a global interactive data solutions provider delivering market research results through global panels. Lightspeed Research provides access to household members across 34 countries in Europe, North America and Asia-Pacific.

Lightspeed Research's proprietary panels are recruited and maintained to ensure quality and representative sampling â€” supporting studies that range in scope and complexity across most industry sectors.
The company operates panels covering healthcare, financial services, automotive, B2B, telecommunications, family and more.

Lightspeed Research is a member of Kantar and WPP (LSE: WPP) (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit http://www.lightspeedresearch.com/ .

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