

# Facts International's Commitment To Quality Recognised With Two Wins At The First Ever IQCS Awards

Contributed by Facts International  
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Held in London on Tuesday 12th November 2015, the inaugural IQCS awards highlighted the hard work and dedication of market research agencies which place interviewer quality at the forefront of operations.

Five awards were presented during the awards ceremony including Best Quality Telephone, Best Quality Field, Best Qualitative Project, Best Training and Development and Best Quality Ambassador.

On the night Penny Steele, Chairman of the IQCS, announced Facts International as winners of IQCS Best Quality Telephone 2015 and IQCS Best Training and Development 2015.

Of the Best Training and Development 2015 win, judges cited "Facts International outlines an extensive recruitment, training and development programme, which ensures key skills are acquired and demonstrated, interviewers are supported and nurtured, and good performance is recognised and rewarded. This submission shows a company that values, invests in, listens to and acknowledges its fieldwork team, and which is committed to training and development".

Emily Kettle, Managing Director of Facts International said "We are hugely proud to have been recognised for the emphasis we place on providing first class training and development for all our interviewing teams. Facts International places huge importance on ensuring that we provide training, development and support, which results in top quality professional interviewing; this award vindicates the hard work and consideration that has gone into our approach".

The IQCS Best Quality Telephone 2015 award is the second award for the telecommunication centre in two months, it having received the MRS Operations Award for Best Data Collection 2015 in September. Once again, the quality and professionalism of the telephone interviewing staff shone through, combined with Facts International's latest innovation PowerProbe. IQCS judges noted "To meet a client's request to make a large on-going quant telephone survey more conversational and customer led, Facts International developed a tool that analyses early responses and prioritises what the interviewer should then be probing on. This allows customers to have a greater say in what they talk about, and in the words of one interviewer gives them the freedom to engage with the customer and actively listen to what each has to say".

On hearing the news, Facts International's CEO Crispin Beale said "We have for some time taken pride in producing the best interviewing teams in the market research industry. Adding our revolutionary insight generation tool PowerProbe earlier this year has allowed us to reach new heights to the quality and innovation we are able to offer clients".