



ISO 20252:2019

Statement of Applicability (SoA)

31.03.2020 / Quality Manager (Asko Hyytiäinen)

Organisations: Kantar TNS Oy, Kantar TNS Agri Oy
Location: Espoo, Finland
Function: Conducting, developing and marketing of market and opinion surveys
Vision: We are the most innovative window to our customers' future
ISO 20252:2019 standard: Covers all functions and teams dealing with market & opinion research and added value & insights

ISO 20252:2019	INCLUDE	DESCRIPTION	TEAM	RESPONSIBLE
Core requirements 1-4	all	Core framework, organisational, security, subcontracting, planning, quality	Commerce & Domain & Operations	Quality Manager (Asko Hyytiäinen)
Annex A: Sampling including access panels	all	Panels (Gallup Forum), sampling	CAWI & Data processing	CAWI Manager (Marko Kanninen)
Annex B: Fieldwork	all	Data collection: CATI, CAPI, Mystery Shopping, Qualitative	Operations & CX & QUAL	Data Collection Manager (Eeva-Kaarina Ojala-Kylmäniemi)
Annex C: Physical observation	all	Data collection: Observation, Shopper	CAPI & CX & QUAL	Data Collection Manager (Eeva-Kaarina Ojala-Kylmäniemi)
Annex D: Digital observation	none	Not in use		
Annex E: Self completion	all	Data collection: CAWI, Postals	CAWI & Data processing (Postals process outsourced to TKP Oy)	CAWI Manager (Marko Kanninen)
Annex F: Data management and processing	all	Data processing, including scanning, coding, data editing, data analysis etc.	CAWI & Data processing	CAWI Manager (Marko Kanninen)