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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

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**Guidelines for service quality evaluation of the market and
social research agency**

市场和社会调查机构服务质量评价指南

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents"

Drafting.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

This document is proposed and coordinated by the National Technical Committee for Standardization of Market, Public Opinion and Social Surveys (SAC/TC320).

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Guidelines for Evaluating the Service Quality of Market and Social Research Institutions

1 Scope

This document establishes the evaluation principles, evaluation index system and evaluation process for the service quality evaluation of market and social survey institutions, and describes the evaluation process.

The paper proposes an evaluation method and provides suggestions on grading, evaluation reporting and evaluation information management.

This document applies to the service quality evaluation conducted by market and social survey agencies.

2 Normative references

This document has no normative references.

3 Terms and Definitions

The following terms and definitions apply to this document.

3.1 Research

The process of collecting, organizing, analyzing and presenting information based on specific purposes and in accordance with certain standards.

Note. Research is also called "study" or "investigation" in practical applications. Compared with survey, research also includes the analysis process.

[Source. GB/T 26315-2010, 3.1]

3.2 client

Individuals, organizations, institutions or departments that require or commission research projects, which can be internal or external.

[Source. GB/T 26316-2023, 3.14]

3.3 fieldworker

People who collect data in market, opinion and social surveys.

Note. Field staff include but are not limited to interviewers for face-to-face and telephone interviews, appointment takers for qualitative or other research projects, "mystery shoppers" and other Those who collect data through observation and those who collect data at retail outlets all follow the requirements of the service provider.

[Source. GB/T 26316-2023, 3.40]

3.4 confidentiality

Requirements for protecting information collection, materials, and collected data from unauthorized access.

[Source. GB/T 26316-2023, 3.19]

3.5 Service quality service quality

Investigate the extent to which service outcomes meet established requirements and customer expectations during interactions between service providers and customers.

[Source. GB/T 35966-2018, 3.2, with modifications]

3.6

Units that specialize in or mainly engage in market and social survey activities.