



CSBA Quality Commitment

CSBA's quality process is the best in the industry. With a focus on quality, our Field and Data Management Teams are in-house. We have a series of regular quality control measures in place to ensure that the quality of fieldwork, data and reporting is of the highest standard.

FIELDWORK

Our fieldwork supervisors conduct a series of weekly and monthly quality assurance measures including:

- All calls made onsite and are able to be recorded for quality assurance purposes.
- Monitoring recorded calls per month.
- All data records are checked for validation for all Mystery Shopping projects.
- Weekly reporting on quotas, average Mystery Shopping ratings, and strike rates.
- Regular Mystery Shopping and External Quality Assurance calibration sessions.

DATA

CSBA has an experienced team of data analysts who provide regular reporting on data quality and accuracy including:

- Exception reporting.
- Replacing unacceptable calls/surveys.
- Detailed checklists of all data outputs.
- Monthly reporting on data accuracy and possible issues.

REPORTING

CSBA's team of experienced report writers are subject to a detailed Quality Assurance Process including:

- Report briefing sessions.
- Ongoing training feedback sessions.
- Data, spelling and grammar checks of all reports.