



How can you select an institute?

When choosing an institute, the following criteria should be considered:

- Experience in the specific market or method
- The institute's reputation with regard to contact (continuity, deputising regulations, reliable in terms of deadlines, etc.)
- The institute's reputation concerning leadership, management, scientific basis
- If applicable: Membership of international networks
- Membership of trade organisations (i.e. ESOMAR, SMS, Swiss Interview)
- Staff and equipment (i.e. does its interviewer network cover the whole of Switzerland, is CAPI possible, what experience do the project managers have?)
- How is the problem dealt with in terms of content, understanding of the problem.
- Competence and comprehensibility of the method used
- Acceptance of deadlines
- Cost/performance ratio

Considerable differences in quote prices are usually explained by the use of different study methods. The reliability of these methods and the institute should be as influential in your decision as the cost/performance ratio.

So... Welcome to ISOPUBLIC!