

# BEHIND THE SCENES OF QM

## IPSOS QM SOLUTIONS

Delivering **quality data** to our clients needs to be done at the highest integrity levels to ensure accuracy, **timeliness**, and **competitiveness**. Ipsos has years of experience developing internal processes to make sure that happens. We have been helping automotive manufactures understand the voice of their customer for over three decades now.

There are four main workstreams involved in pulling all these needs together for a client, and Ipsos has specialists in each area. Getting client sample, setting up survey tables, sending out invitations, getting data back from consumers and providing it to clients all has to happen in a seamless fashion integrating these workstreams as shown below.

