

Acuigen Research Statement of Applicability (SOA)

1 Introduction

Acuigen is a provider of client feedback services, research services and CustomServe technology whose scope of services are covered in the ISO 20252:2019 standard for market, opinion, and social research.

Acuigen delivers services to professional service firms in the UK, Europe and North America.

Acuigen has elected to attest and exclude the ISO 20252:2019 annexes as recorded in the Annex table below.

2 Table of Supported Annexes

Annex	Annex table	Attested	Excluded	Explanation	Responsible
	Core requirements	Core framework, organisational, security, subcontracting, planning, quality			Chris Lang
A	Sampling, including Access Panels	✓	A5: Access Panels A4.5 Sample Automation	Including CATI, web surveys, face-to-face, qualitative, quantitative, multilingual and multi-methodology. Acuigen may sub-contract elements of Clause A.5 whilst meeting the requirements of term 4.4	Chris Lang
B	Fieldwork	✓	B5.3 Predictive dialling B7.2.1 Observational research	Face to Face and virtual interviews, CAPI, CAWI, CATI, Quantitative, Qualitative	Chris Lang
C	Physical Observation		X	Not in scope	
D	Digital Observation		X	Not in scope	
E	Self Completion	✓		Excluded: Paper collection	Chris Lang
F	Data Management and Processing	✓		Services provided Reporting using CustomServe client feedback system (data processing, content collection, storage, processing, transcripts, analytics, reporting) including application of statistics in these functions. Development of coding frames and coding of unstructured responses. Development of tagging frames and tagging of unstructured responses. Translation services may be sub-contracted.	Chris Lang

3 Revision History

Date	Version	Updated by	Reviewed By	Authorised by	Notes
20/12/2023	2		Derek Jones	Derek Jones	No change
19/11/2024	3		Derek Jones	Derek Jones	No change
23/12/2025	4		Derek Jones	Derek Jones	No change
18/2/2026	5	Derek Jones	Chris Lang	Derek Jones	1) Exclusion added: Observational research 2) Exclusion added: Sample automation 3) Intro updated