



First Choice Facilities

... Owner-managed for quality

Standards & Procedures Policy

Multi-Market Research with Local Expertise

First Choice Facilities is dedicated to uphold and implement the highest standards of quality and ethics that only owner-managed facilities can ensure. The following items enumerate in part the core values to which First Choice Facilities subscribe. Clients and the general public are solicited for their opinions.

1. FCF promises the finest recruiting and field management possible that only an owner-managed facility can consistently promise.
2. FCF will maintain and adhere to the highest standard of security in order to protect the privacy of the client, his/her materials and products and the nature and objective of the client's research project.
3. FCF promises to provide the highest quality service, with timely, responsive and on-going communication, whether during the process of recruiting or on-site at the focus group facility.
4. FCF will adhere to the highest ethical standards in all phases of its work and in its relations with clients, employees, and the general public. It subscribes fully to the Code of Standards of the Marketing Research Association.
5. FCF values strongly the good relations that its member facilities maintain with in their respective communities and with the general public. The rights of all research respondents will be honored at all times by FCF facilities and employees. All promises and rights to privacy to respondents will be respected. FCF will never knowingly pass respondent private information to any organization for sales efforts or otherwise, nor will it knowingly permit this information to be passed onto any organization for sales purposes.
6. All FCF equipment, technical or otherwise, will be of the highest quality, representing the state-of-the-art of the industry and capable of meeting the requirements, however demanding, of the vast majority of clients.
7. The equipment and physical plant of all FCF suites will be maintained and upgraded on a regular basis so that no member facility shall be perceived by other members of FCF, or clients, as sub-standard.
8. The physical layout, furnishings and amenities of all FCF focus suites will be of the highest order required to meet the dual demands of aesthetic appeal and marketing research function.
9. FCF will endeavor to match all bids competitively through the application of its ongoing and generous discount program. All FCF members will endeavor to cooperate in a timely manner with other members in the bidding and acceptance of projects even when particular projects might entail less lucrative aspects.

These practices and procedures are the best means possible for First Choice Facilities to convey their earnest belief that only owner-managed focus facilities can provide the standard of excellence that every market research client requests and deserves. We urge all clients to communicate when we succeed. If that is not the case, please tell us how we might improve so that our belief is always a reality.

888-FCF-BIDS (888-323-2437)
www.FirstChoiceFacilities.net