



Ipsos Client Charter

Our mission is to be our clients' preferred research partner in our chosen areas of specialisation.

To achieve this, we will do our utmost to provide you with the right people, in the right place, at the right time in order to build a long-term relationship with you.

Our ambition is for you to be not just pleased, but delighted to work with us.

Consequently, we will consistently:

Listen to you.

Be curious and passionate about your business.

Challenge your thinking.

Do what we say we will.

Be responsive.

Think beyond the data.

Bring you innovative ideas and solutions.

Deliver high quality research.

Here is what you should expect from your Ipsos team:

We will communicate clear expectations of dates and deliverables, including reporting and analysis plans.

We will respond to your calls and emails within one working day.

We will give you timely updates on all the ongoing work we do for you, usually weekly.

There will be no surprises: we will inform you of any problems as quickly as possible and always offer a solution.

We will gauge your satisfaction with our services through regular surveys.

We strive for excellence in all we do. If we do get it wrong, we will put it right.

We are keen to hear your views. If you would like to offer your feedback or discuss any issue relating to our work, please call or email us.

Didier Truchot
Co-Presidents

Jean-Marc Lech