

The Power of Better Business Bureau Data + Investigations

Presented by:
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Director of Conciliation and Engagement
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HELLO

My Name Is

Michelle

Pleasure to meet you

- Three years at BBB Pacific Southwest
- Lead Dispute Resolution & Customer Service Teams
- Worked the “front lines” by doing complaint mediation/ investigations/ government actions/ advertising reviews
- Crime Stoppers fan!



What is the Better Business Bureau?



- ❖ BBB **IS** an effective national, self-regulatory force for businesses
- ❖ BBB **IS** a standards-based, non-profit organization
- ❖ BBB is **NOT** a regulatory or government agency



BBB MISSION



**Mission = to be the leader in
advancing marketplace trust.**

We do this by:

Setting standards
for marketplace trust

Supporting
best practices

Celebrating
marketplace role models

Addressing
substandard marketplace behavior

Creating a community
of trustworthy businesses & charities



BBBSTANDARDS

Be Transparent
Advertise Honestly
Safeguard
Be Privacy
Responsive
Embody Integrity
Tell the Truth
Build Trust
Honor Promises



Unlike government agencies that process and collect consumer complaints, BBB reports on and publishes complaint information for the public to see.





Not all data BBB receives is shown publicly.



BBB shares information to agencies and offers data as lead sources.



Partnering with Government Agencies

Example Agencies:

- Attorney General's Office
- Federal Trade Commission
- US Postal Inspection Service
- Federal Bureau of Investigation
- Consumer Financial Protection Bureau
- Police Departments



Consumer Financial
Protection Bureau



What information can BBB offer?



How can BBB assist you?

Please select one of the following:

I am looking to resolve a dispute with a business.

File a Complaint

I am looking to share an experience (positive, negative or neutral) about a business.

Submit a Customer Review

I want to report an advertisement that seems misleading and confusing.

Report an Ad

I want to warn others about a business or offer that sounds like an illegal scheme or fraud.

Report a Scam



Reportable Consumer Complaints

Details within the scope of BBB's handling

- Details regarding marketplace issues where a consumer is seeking a resolution
- Information is raw without redactions
- Business responses
- Documentation submitted by both parties



Non-Reportable Consumer Complaints

Details are beyond the purview of BBB

- Criminal allegations
- Theft by the business
- Employee/ Employer disputes
- Price gouging allegations with no issue to the product or service
- Complaints solely based on business policies
- Complaints seeking a debt owed



Non- Reportable Consumer Complaints

Details are beyond the purview of BBB

- Disputes which have been involved in litigation, have a judicial determination, or matters currently handled through another agency/program
- Allegations of discrimination
- Issues concerning the competency of a licensed professionals specialized knowledge, skill or thoroughness



Customer Reviews

- Consumers reporting an experience about a business, but not seeking a resolution
- Can reflect a positive or negative experience
- Can discuss disputes involved in litigation, having a judicial determination, or matters currently handled through another agency/program
- Can include allegations of discrimination
- Can include concerns regarding the competency of a licensed professional's specialized knowledge, skill or thoroughness



Customer Reviews

Certain eligibility requirements must be met for BBB to publish a customer review.

Internally stored reviews (not eligible for publication) can be shared with government agencies.



Business Information

- Business members or contact information known to BBB, but not listed on public registries
- Affiliated/ related businesses
- Business Contracts/ Agreements
- Marketing materials
- Accreditation Applications
- Standard Business Questionnaire



Advertising Reviews & BBB Investigations

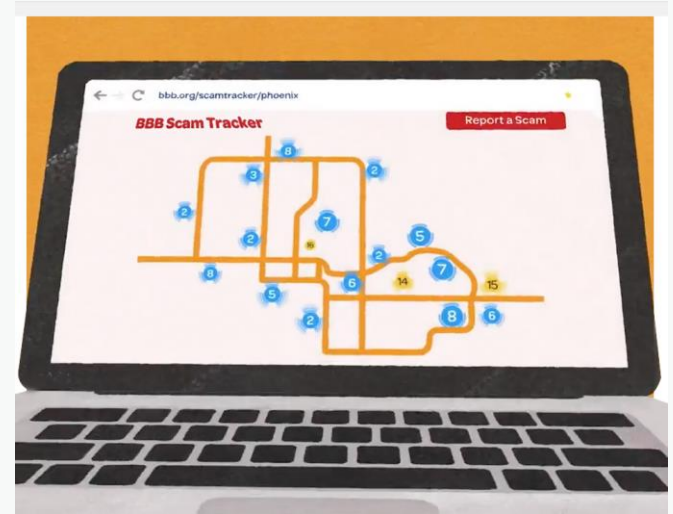
- Challenges to advertising concerns in relation to BBB's Code of Advertising
- BBB Investigation Data
- Business responses to investigation or advertising challenges
- Government action reporting
- BBB Alerts



BBB Scam Tracker

Consumers are able to report a scam, and search scams that have been submitted.

Scams are manually processed and reviewed to determine if the consumer is actually reporting a legitimate scam, or alternatively needs to file a complaints.



bbb.org/scamtracker

Search for Scams

Search using any or all of the fields below.

Keyword

Scam Type

All Scam Types

Country

Canada + U.S.

Date Reported

Feb 13, 2015 to Sep 6, 2019

Search

Showing 169,231 Scams of 169,231 Reported



**How do I request BBB's
internal & unredacted
information?**



- ❖ Via email from your official agency email address
- ❖ Via postal mail on official agency letterhead
- ❖ Requests *cannot* be made via telephone



Questions?



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