

Saturday, November 27, 2010

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BBB response

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BBB Takes Action

November 18, 2010 - Arlington, VA - Today, the executive committee of the Council of Better Business Bureaus (BBB) unveiled the organization's plans to address recent concerns raised by businesses and consumers as well as the Connecticut Attorney General.

The executive committee voted unanimously to do the following:

- By next week, the BBB ratings system will no longer give additional points to accredited businesses because of their accredited status. BBB will continue to issue ratings based on the other 16 ratings factors currently used.
- Immediately, BBB will make available on its website a streamlined process

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for receiving complaints on BBB sales practices, and will implement procedures for investigating each complaint.

- BBB will conduct a review of its process for accrediting businesses, and, as soon as possible, make changes that will apply system-wide.
- BBB will engage an independent third party to assist in its review process.

“For nearly 100 years, the BBB has stood for public trust, and we are taking these steps to maintain that trust,” said Steve Cox, president and CEO, Council of Better Business Bureaus. “Given the feedback, we feel it is our duty to take immediate steps to address the concerns raised, and enhance our ability to help consumers easily and quickly find trustworthy businesses.”

The BBB is moving ahead with implementing some of the changes right away, while others will take longer to complete. All changes will support the BBB’s commitment to be the leader in advancing marketplace trust.

“On behalf of the great local BBBs in communities across the nation that are providing valuable services to protect consumers and promote ethical business behavior, I thank you for your support,” Cox said.

About Better Business Bureau

As the leader in advancing marketplace trust, Better Business Bureau (BBB) is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behavior. Every year, more than 65 million consumers rely on BBB Reliability Reports® and BBB Wise Giving Reports® to help them find trustworthy businesses and charities across North America. Visit www.bbb.org/us for more information

Information from: BBB

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