

**BETTER BUSINESS BUREAU**  
SERVING NORTHERN INDIANA



# **BETTER BUSINESS BUNDLE**

Your BASIC GUIDE to GETTING  
STARTED as an Accredited Business



# GETTING STARTED



## BBB ACCREDITATION

You are now part of a select group of businesses that have earned accreditation by committing to the BBB Standards for Trust. On behalf of the Better Business Bureau, we commend you on your efforts to promote marketplace trust. You are now identified as an Accredited Business on BBB.org. This is the start of your BBB Accreditation Journey. Our BBB Accredited Business Representatives are here to help you take advantage of all the tools and services your accreditation offers. Make sure you know who your Accredited Business Representative is. Remember, the more you use BBB Accreditation tools, the more you can make accreditation work for you.

### LOGIN TO YOUR BBB ACCOUNT

- Go to BBB.org
- Click “Business Login” at the top of the page
- Select “Click here to obtain your BBB Password”
- Type in your business email and select “Email Me Now”
- Refer to the email sent to you for further instructions

### CUSTOMIZE YOUR BUSINESS

- Update your BBB business profile by adding hours of operation, offered services/products, service area and an overview about your business
- Upload your business’s logo, photos or videos to personalize your BBB business profile
- Add the BBB Dynamic Seal to your business’s website and/or Facebook page

# DISPLAY YOUR ACCREDITATION

## PRINT

### Your business' marketing materials:

1. Login to your business's BBB profile (see previous page).
2. Click the "Accredited Business Seals For Print" link.
3. Click on "Accredited Business Seals (1).zip" to download files.
4. Add your preferred seal(s) to your marketing materials.

## ONLINE

### Your business's website

1. Login to your business's BBB profile (see previous page).
2. Click the "Download Accredited Business Seals" icon.
3. Select your BBB Seal formatting preference and preferred seal.
4. Copy the code or email it using the prompt.
5. Paste the provided code in the HTML of your business's website.

### Your business's Facebook page:

1. Follow the above steps to obtain your Dynamic Seal Code.
2. Add "Static HTML" app to your business's Facebook page
3. From your business's main Facebook page, select the "Welcome" tab.
4. Add your BBB Dynamic Seal Code into the Index.html box and click, "Save & Publish".

**Proudly showcase  
your accreditation!**

Place the provided accreditation plaque and other BBB media at business location(s) and vehicle(s).

Add the BBB Accreditation Seal to your contracts, business cards and advertising.



# GETTING REVIEWS

Better Business Bureau has partnered with The Review Solution to offer a BBB reviews app that helps accredited businesses collect BBB reviews from their customers at the point of service. Unlike with other review apps, the customer does not have to download anything to their own device. The app is available for businesses to download from the Apple App Store or Google Play Store for mobile devices and can also be downloaded for computers via the Mac or Microsoft stores.

## ◆ DOWNLOAD OUR CUSTOMER REVIEW APP

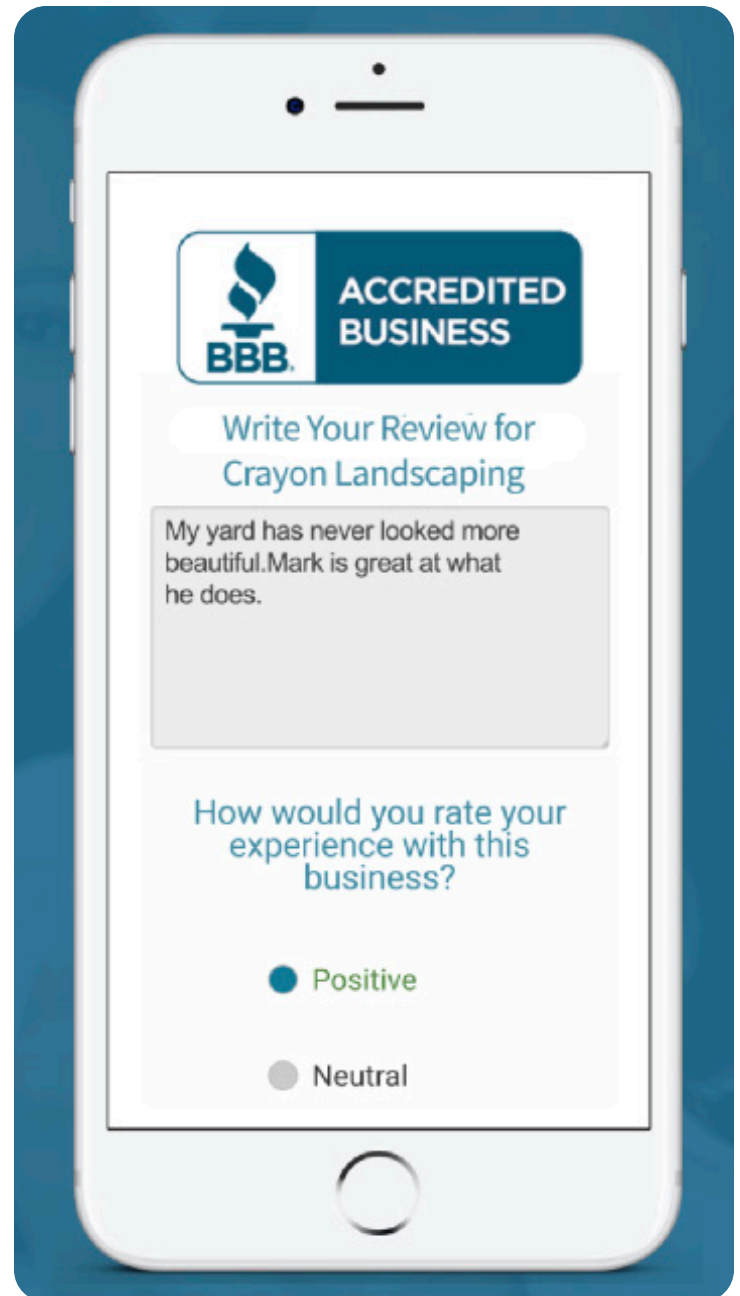
Once you have installed the app, you just need to enter the customer's name and mobile number to request a review by text message. For the customer, leaving a BBB review for the business is as simple as clicking the link in the text they've received and writing and submitting the review.

## ◆ MAKE BBB REVIEWS PART OF YOUR SOCIAL MEDIA PLATFORM

Encourage your followers and fans to leave reviews for your business.

## ◆ PROVIDE THE LINK TO YOUR BBB REVIEW PAGE

Post and share this link as often as possible to increase your number of reviews.



Ask customers to submit reviews about your business!

# HANDLING A COMPLAINT

One of the most essential steps you should take is to monitor and respond to all reviews of your business (even when the customer is wrong). Responding promptly and politely to reviews (good, bad or ugly) shows customers you care about their experience. They want to know that you're committed to being fair. They don't expect you to be perfect. Research shows that customer trust peaks at about 4.7 stars out of 5 and decreases as your rating gets closer to 5 stars. And 68% of consumers trust a business more when they read a mix of good and bad reviews. But an ignored or poorly-handled review or complaint can quickly spread across the world-wide-web and have an impact on your bottom line.

## Don't panic- Get the facts

When responding, make sure to clarify the customer's concerns. Try to understand their point of view.

## Communicate, educate and reassure

This is a good time to cite your policy in a positive way and reassure your customer that you are willing to work with them on an compromise.

## Consumers like to see both sides

Show the customer that you are willing to meet them halfway and find a win-win solution.

## Always say thanks!

Thank them for bringing their concerns to your attention and encourage them to come back. Think of it as experience gained for both you and the customer.



# WHAT DOES BBB DO?

## BBBs National Impact

\*as of 2020



215,190,353  
BBB Business  
Review Inquiries

914,388  
Published  
Customer  
Reviews

1,177,607  
Complaints  
Handled

44,762  
Scam Reports to  
BBB Scam Tracker

## BBBs Local Impact

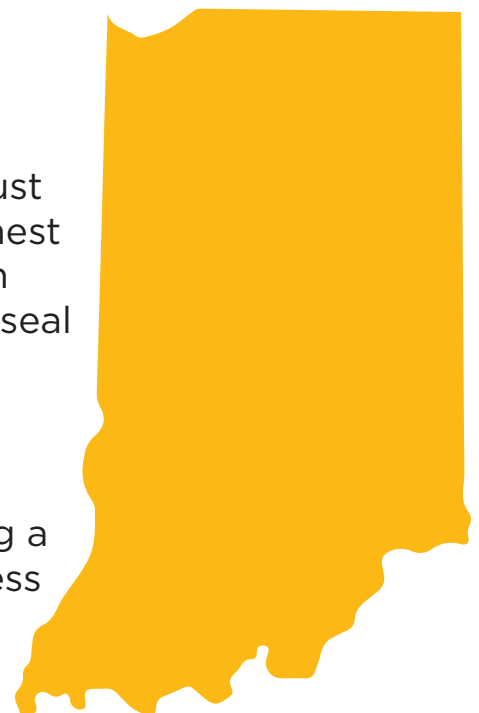
◆ 3,400 + Local Accredited Businesses

◆ 77 out of 100 consumers are familiar with BBB

◆ 88% of these consumers are more likely to purchase products or services from a business that has a high letter grade with BBB

◆ 81% of these consumers are more likely to trust a business is honest and ethical when they display the seal

◆ 70% of these consumers think the BBB seal symbolizes being a reputable business



# CONTACT US

## BBB Serving Northern Indiana

### Address

4011 Parnell Ave.  
Fort Wayne, IN 46805

### Phone

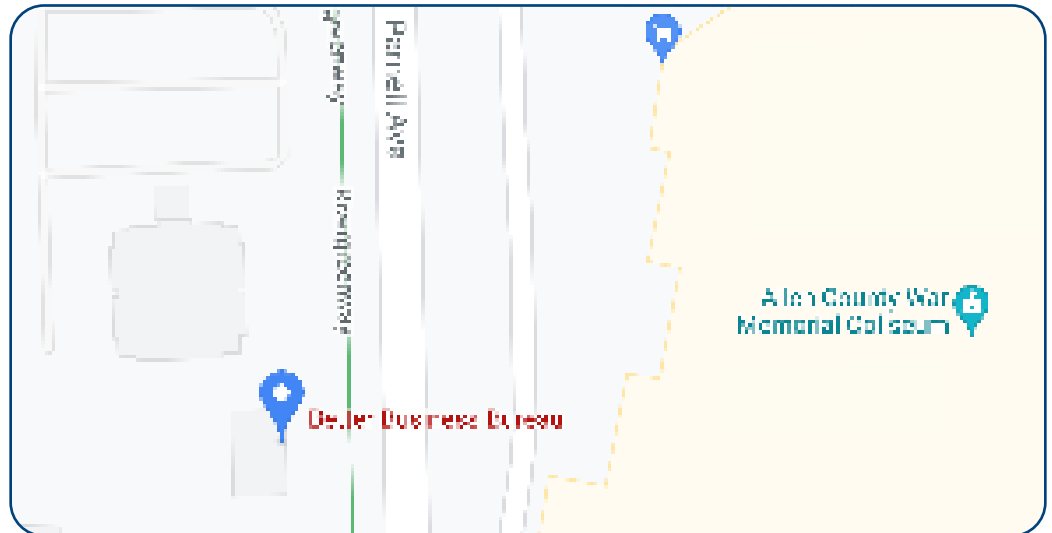
(260) 423-4433

### Fax

(260) 423-3301

### Office Hours

8 AM - 4:30 PM Mon-Fri



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