



The Truth about BBB Ratings

Belinda McCormick, Vice President, Better Business Bureau of North Alabama, will join us to discuss:



STANDARDS OF TRUST

RATING ELEMENTS

Business's complaint history with BBB

Type of business

Time in business

Transparent Business Practices

Failure to honor commitments to BBB

Licensing and government actions known to BBB

Advertising issues known to BBB

Rating points

Letter rating scale

THE COMPLAINT PROCESS

Reference time-line

Acceptance guidelines

Process summary

File a complaint option

Complaint process

REVIEWS

Why BBB Customer Reviews are Different

BBB's Process

How to ask for a review

How to manage & Respond to Reviews

BEST PRACTICES

Date:

Wednesday, April 24, 2019

Time:

9:00 am - 11:00 am

Location:

Huntsville Madison County Chamber

225 Church Street, NW

Huntsville, AL 35801

<http://hsvchamber.org/>

Information / Registration at:

<http://www.uah.edu/sbdc/events>

or contact

Magdaline.Braxton@uah.edu

Alabama SBDC Network is a statewide service network funded in part through cooperative agreements with the U.S. Small Business Administration (SBA), Defense Logistics Agency, and the State of Alabama. Hosted by The University of Alabama. Nationally accredited by the Association of SBDCs.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Magdaline Braxton at 256-824-6422 or email MEB0009@uah.edu