

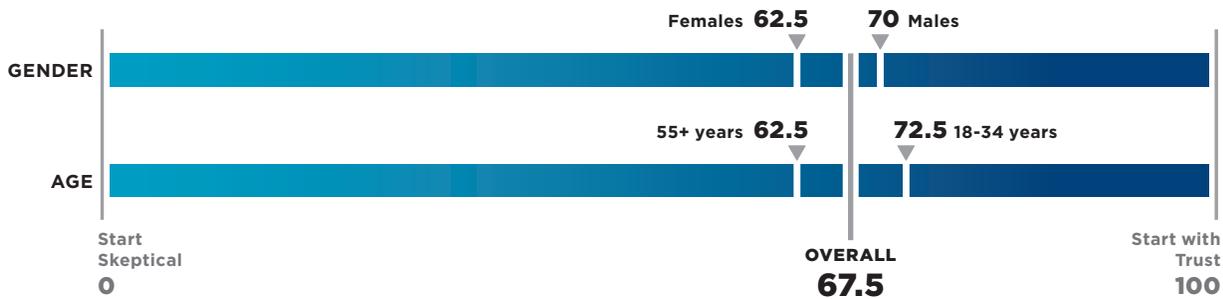
Do Businesses Start with Your Trust or Must Your Trust Be Earned?

Trust



2017 BBB Trust Sentiment IndexSM Top Level Findings

Consumers – primarily Millennials and Males – have an inclination to start with trust when engaging with a business for the first time.



LOSING TRUST

- Bad word-of-mouth
- Higher than expected prices
- Poor online ratings and reviews
- No or hard-to-use customer service
- Poor handling of complaints



EARNING TRUST

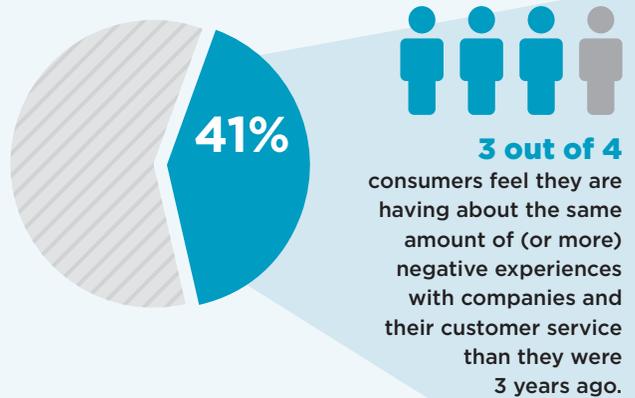
- Honesty/integrity/ethics
- Good reputation
- Competitive prices
- Good customer service
- Reviews and ratings
- Recommendations from family and friends
- Quality

Strategic Importance of Trust: How People Demonstrate Trust in a Business

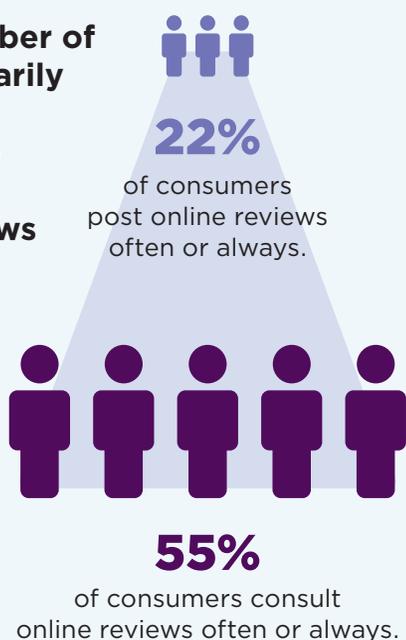


Customer Expectations Increasing Faster Than Customer Service

An incredible 41% of respondents declared that they had a negative experience or problem with a business in the past 12 months.



A Small Number of People—Primarily Millennials—Influence the Majority Via Online Reviews



Top Causes of Frustration:

- #1 Bad customer service 34%
- #2 Product or service different than advertised 24%
- #3 Product or service not delivered 15%
- #4 Billing issues 13%
- #5 Could not return item or get a refund 8%

It's Not Easy to Get Help From Businesses When Things Go Wrong

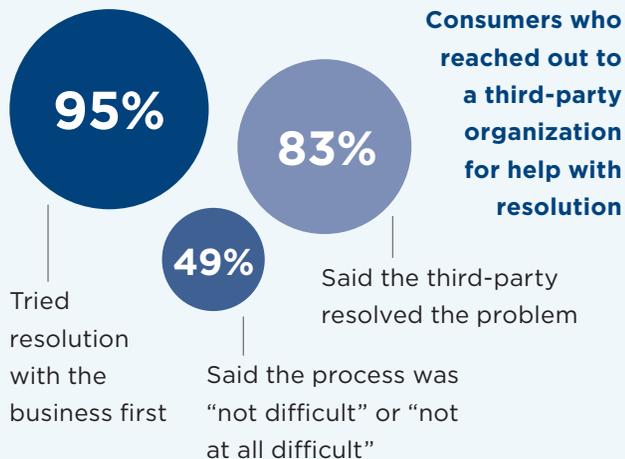


Of the customers that decided to contact the business directly to resolve a dispute, **only 25%** felt it was not difficult or not at all difficult to do so.



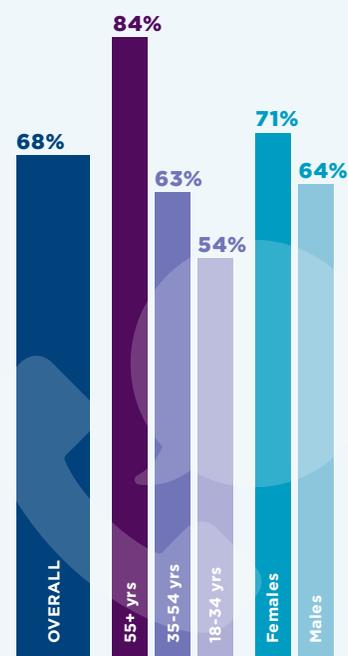
Almost half of those customers who contacted the business felt the business did NOT resolve the issue to their satisfaction.

Working with Independent Third-Party Organizations is Easier and Increases Chances of Resolution



Business Interactions are Human Interactions

In-person is still the preferred customer service channel. And even half of all Millennials would prefer to talk to a person, instead of using an automated telephone system, even if it means waiting for the next available representative.



Resolution Matters: Consumers' Willingness to Do Business with Companies Again



Significant Numbers of Voices Go Hidden and Problems Unresolved

PROBLEMS UNRESOLVED

Approximately **1 out of 3** consumers decided not to complain either directly to the business or through a third-party. The main reason was related to the perception that it was **not worth their time.**



There seems to be a **positive consumer bias around ratings and reviews**, which is likely incentivized by the business community. This bias is likely to increase over time as younger adults, who are heavier users of reviews, are about **4x more likely to post an online review when they have a GOOD experience with a business vs. when they have a BAD experience.**



START WITH TRUST®
at BBB.org

BBB is top of mind as a source of information, recommendations, ratings, and advice about trusted businesses.

BBB is the first place that comes to mind for **third-party dispute resolution.**

91% of consumers familiar with BBB agreed that BBB is trustworthy.

81% of consumers familiar with the BBB seal are more likely to **trust a business if they carry the BBB accredited seal.**