



**Scale Trust.  
Grow Together.**



*for* **Enterprise**

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# Agenda

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- **WHY - Trust Matters**
- **WHAT - BBB® Enterprise Membership**
- **HOW IT WORKS - Scale Trust, Grow Together**
- **INVESTMENT - Enterprise Packages**
- **CASE STUDY**
- **QUESTIONS + NEXT STEPS**

# Why Trust Matters

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1. **BBB Accreditation Influence: 85% of consumers perceive businesses with BBB Accreditation more positively.<sup>1</sup>**
2. **Enterprise Brand Responsibility: Enterprise brands need to uphold their role as trusted leaders, proactively addressing critical issues such as climate change, diversity, and inclusion.<sup>2</sup>**
3. **Community Impact of Trust: Organizations viewed as trustworthy are significantly beneficial to the community.<sup>3</sup>**

1. "Consumers say BBB Seal= Ethics and Competence" (BBB Research)

2. 2023 Edelman Trust Barometer Global Report

3. "Express support and good stewardship towards their environment, stakeholders and community membership through voluntary time and resource investment." (The Center for Character Ethics, BBB, TRUST! Framework for Organizational Excellence)



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TRUSTED COMPANIES  
OUTPERFORM BY

**286%**

COMPARED TO LOW  
TRUST COMPANIES

Watson Wyatt, *Work USA*

*BBB Enterprise Membership* scales your commitment to ethical business practices and customer satisfaction helping you differentiate.

- ✓ The **BBB Seal** instantly signals to consumers those businesses committed to honesty and integrity.
- ✓ **BBB Accreditation** creates trust at scale through reputation oversight, standards-setting and advocacy on behalf of your brand.



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# BBB Enterprise Membership

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- ✓ Showcase your company's commitment to ethics and trust
- ✓ Differentiate and stand out from competition
- ✓ Access centralized BBB resources and support
- ✓ Increase business opportunities
- ✓ Be part of the BBB Community!



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# BBB Enterprise Membership

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- ✓ Differentiate and stand out from competition
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Establishing credibility and trust with consumers is vital for enterprises. A key benefit of BBB Accreditation is how it transforms trust into increased sales and customer retention.

Prominently featuring the BBB Seal online and in marketing shows a genuine commitment to high ethical standards and excellent customer service. This assurance of integrity and responsiveness matters greatly in sectors like finance and healthcare that require reliability.



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# BBB Enterprise Membership

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- ✓ **Differentiate and stand out from competition**
- ✓ Access centralized BBB resources and support
- ✓ Increase business opportunities
- ✓ Be part of the BBB Community!



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In today's crowded marketplace, standing out from the competition is essential for business success.

By becoming a BBB Enterprise Member, you will gain differentiation by being associated with BBB's iconic legacy.

# BBB Enterprise Membership

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- ✓ Showcase your company's commitment to ethics and trust
- ✓ Differentiate and stand out from competition
- ✓ **Access centralized BBB resources and support**
- ✓ Increase business opportunities
- ✓ Be part of the BBB Community!

As a BBB Enterprise Member you will have access to a wide range of resources to assist you in better serving your customers.

BBB Enterprise Members have centralized support with a dedicated representative to assist you in utilizing the BBB platform to manage your company's reputation at scale.



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# BBB Enterprise Membership

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- ✓ Showcase your company's commitment to ethics and trust
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- ✓ **Increase business opportunities**
- ✓ Be part of the BBB Community!



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BBB Accreditation grows business potential.

By meeting high standards, the BBB Seal builds trust across vast networks seeking reliable partners.

Trust introduces your enterprise to new prospects, deals and expanded markets that might lead to new opportunities in today's relationship-driven landscape.

# BBB Enterprise Membership

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- ✓ Showcase your company's commitment to ethics and trust
- ✓ Differentiate and stand out from competition
- ✓ Access centralized BBB resources and support
- ✓ Increase business opportunities
- ✓ **Be part of the BBB Community!**



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Access a powerful trusted network.

As an BBB Enterprise Member, you gain opportunities to strategically explore partnerships, promotions and leadership among respected industry peers - other businesses committed to integrity through BBB's standards.

# BBB Enterprise Membership

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The trusted reputation management solution chosen by leading companies to protect and enhance their brands while building positive customer relationships.

1  
Internationally recognized solution to build one trusted reputation across all markets and mediums

SCALE TRUST

2  
Proactive BBB advisor helps you learn from feedback to enhance customer experience and drive repeat business

GROW

3  
Corporate reputation oversight frees local teams to focus on relationships and service

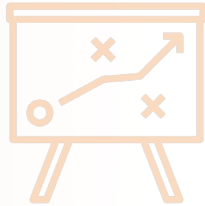
TOGETHER



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# How It Works

## PLAN



- ✓ Dedicated onboarding to understand business goals and reputation challenges
- ✓ Strategize annual action plan to leverage the BBB brand for growth throughout company
- ✓ Connect with internal team to determine KPIs and needs (HR, marketing, IT, sales, etc.)

## EXECUTE



- ✓ Local BBBs promote your company's commitment to trust through community engagement
- ✓ Dedicated representative to assist in utilizing BBB to manage reputation at scale
- ✓ Frequent check-in with your teams to ensure their needs are met

## OPTIMIZE



- ✓ Regular feedback sessions with BBB team guide continuous improvement
- ✓ Incorporate insights and best practices to build upon your commitment to trust
- ✓ Executive reporting measures reputation impact on key metrics



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# QUESTIONS?

## SUBMIT AN INTEREST FORM

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[BBB Enterprise Membership Interest Form](#)

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Not ready yet? Read our [FAQ](#) or reach out to [your local BBB](#) for more information.



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Thank You.