

# The Power of Customer Reviews for Small Business

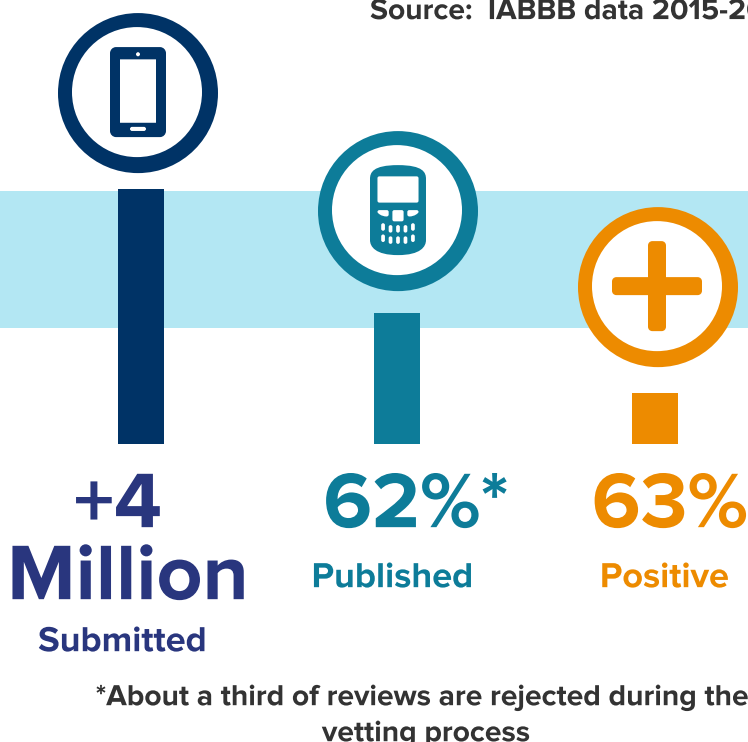


## How Consumers Rank Online Reviews

- 82%** of consumers read online reviews for local businesses
- 76%** of consumers that are asked to leave a review go on to write one
- 53%** of customers expect businesses to respond to a negative review within a week
- 47%** of people would not consider using a business with fewer than 4 stars

## Number of BBB Customer Reviews Published

Source: IABBB data 2015-2020



Source: BrightLocal and ReviewTrackers

## The BBB Customer Review Advantage

With BBB Customer Reviews, we try and vet each reviewer when a comment is submitted to check for authenticity. And while it's next to impossible to guarantee that every review is legitimate, BBB tries to ensure accuracy and transparency.

- 1 Validate emails and phone numbers of reviewers
- 2 Businesses can respond to a customer review
- 3 Comments from third-parties are not allowed
- 4 Anonymous reviews are rejected
- 5 Customer reviews are published on the business profile at BBB.org

## Top 2020 Industries with the most BBB Customer Reviews



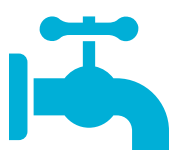
**Online Retailers**  
+19,200 reviews



**Roofers**  
+17,200 reviews



**Heating & Air**  
+14,600 reviews



**Plumbers**  
+12,400 reviews



**Pest Control**  
+7,770 reviews

Source: IABBB data Jan - Aug 2020

To see how BBB can help with your business goals visit [BBB.org/get-accredited](https://www.bbb.org/get-accredited)