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

- 62%* Positive
- 63%* Published
- +4 Million Submitted

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

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