



Better Business Bureau serving Eastern North Carolina BBB Brand Ambassador Program

For over 100 years, BBB has helped people make smarter consumer decisions and continues to evolve to meet fast-changing marketplace needs across the U.S., Mexico, and Canada. The organization, which has over 100 independent BBBs across North America, is dedicated to fostering honest and responsive relationships between businesses and consumers, instilling consumer confidence and contributing to a trustworthy marketplace for all. BBB accomplishes these goals through:

- **Accreditation.** BBB sets standards for ethical business behavior and monitors compliance. Almost 400,000 BBB Accredited Businesses meet and commit to our high standards.
- **Business Reviews.** BBB helps consumers identify trustworthy businesses, and those that aren't, through more than 4 million BBB Business Reviews.
- **Advertisement Evaluation.** BBB sets standards for and evaluates thousands of advertisements each year to ensure that people can trust what advertisers say.
- **Complaint/Dispute Resolution.** BBB helps consumers who have issues with businesses through a complaint resolution service. Consumers have an 86% satisfactory rate with this service.
- **News and Scam Alerts.** BBB publishes news and scam alerts to social media platforms and its website in an effort to warn the public of cons that are occurring within the area.

BBB Brand Ambassadors

With BBB being a well-known and respected brand, it is imperative that all generations are aware of its free services. In an effort to increase awareness of its services within the younger generations, Better Business Bureau serving Eastern North Carolina has instituted a BBB Brand Ambassador program for universities within its 33-county service area. This program was created with the intent to increase the awareness of marketplace trust and the steps that students can take to ensure they are doing business with companies that adhere to high standards. This leads to the minimization of scams and loss of money.

While this program is informative for the student population, it also provides students who are acting as BBB Brand Ambassadors with business skills that will help them excel in the workplace. It helps develop the awareness of how important ethical business practices are, increases face-to-face communication skills, and instills a sense of duty to help others for the good of the community.

BBB Brand Ambassadors should be present in common areas at the College or University and at local events with BBB staff offering information to students and present parties. BBB Brand Ambassadors will have the flexibility to work when their schedule permits, but must work at least the equivalent of two hours per week.

Brand Ambassadors will receive training on what to say, as well as an inventory of promotional items to distribute to fellow students to help further the message of marketplace trust. For participating in the BBB Brand Ambassador program, students will be able to put this experience on their resume, receive recommendation letters from BBB and have a chance to apply for a \$1,000 scholarship offered only to BBB Brand Ambassadors.

For more information on the BBB Brand Ambassador program, contact Alyssa Gutierrez at agutierrez@raleigh.bbb.org or 919-277-4220.