



business
consumer
alliance

Reasons why it **pays** to be a **Business Consumer Alliance** member

- **REPORTS OF YOUR MEMBERSHIP:** Every consumer who inquires about your company will be notified that you are a member in good standing. This is one of the greatest assets you can have because a majority of consumers prefer to do business with a BCA member. In addition, your BCA certificate provides a favorable first impression to walk-in customers.
- **ON-LINE MEMBER IDENTIFICATION:** Every BCA member is identified as a member on our web site.
- **EASY CUSTOMER ACCESS TO YOUR RELIABILITY REPORT:** BCA members may add a seal to their web site that allows current and potential customers to immediately access the member's BCA rating and report and their BCA Storefront.
- **MEMBERSHIP PAYS FOR ITSELF:** Although you may never know how many customers you've gained because of your BCA membership, one business transaction may pay for a full year's membership.
- **BUSINESS ARBITRATION:** Informal, binding resolution of business-customer disputes, without going to court.
- **RESPONSES TO REVIEWS:** BCA allows businesses to post responses to customer reviews. The ability to respond allows for a more balanced assessment of customer reviews.
- **VERIFIED REVIEW PROGRAM:** BCA has a unique program to "verify" that customer reviews are valid and therefore more credible. This program will help build your business by increasing your trustworthiness. This program may require an additional fee.
- **ADVERTISING REVIEW:** BCA works both locally and nationally to monitor advertising and investigate complaints from consumers and competitors to ensure truth and accuracy in advertising.
- **PUBLIC CONFIDENCE:** You gain public trust and confidence through BCA's efforts in helping the public recognize that legitimate firms care and are doing something to maintain their trust.
- **MEDIATION:** The BCA works to settle business customer disputes quickly and smoothly, without having to leave your place of business.
- **COMPLAINT MEDIATION:** BCA offers customized complaint mediation services which dramatically streamlines the process of handling customer complaints. Our objective is to bring about a speedy and amicable resolution to complaints so that customers will continue to do business with the firm in the future.
- **FROM COMPLAINT TO CUSTOMER:** Consumers say they would turn to BCA for help with complaints more than three times as often as any other agency. Since 95% of customers who report complaints become loyal customers if their complaint is satisfactorily handled, you can actually increase satisfied customers through BCA's help with complaints.
- **TAX DEDUCTIBILITY:** Membership dues are 100% tax deductible as a reasonable and necessary business expense.
- **RELIABILITY REPORTS:** You receive fast, preferred service in obtaining reports on any business in the nation.
- **MEMBERSHIP IDENTIFICATION:** Your decal, prominently displayed, reinforces consumers' confidence. Plus, your I.D. card identifies you as a BCA member when you're away from your place of business.
- **ACTION AGAINST FRAUD:** BCA helps legitimate businesses retain profit dollars by working with governmental agencies to pursue fraud and illegal business schemes.
- **GENERAL INFORMATION BROCHURES AND REPORTS:** A continually expanding source of free business and consumer information on many topics from buying a car to sales contracts. We encourage you to utilize these resources and to share them with your business associates and customers.
- **GOVERNMENT:** BCA is governed by a Board of Directors composed of business leaders you respect.
- **SELF-REGULATION:** BCA is committed to the concept of self-regulation as healthiest for business and consumers.
- **BUSINESS STOREFRONT:** BCA members are entitled to an enhanced storefront containing photos of their business, coupons or advertisements, biographical information, and customer reviews. Members can feature a review that is especially complimentary and they can enter a response to any customer review.
- **FREE STOREFRONT ASSISTANCE:** Our helpful staff will assist members in adding photos and custom text to their Storefront. This service is available at no cost during the term of the membership.
- **TRAINED LEADERSHIP:** You and thousands of other member businesses are served by trained BCA staff, experienced in protecting members' most valuable assets: good customer relations and company reputations.
- **"BUSINESS LINK":** A bi-monthly publication exclusively for members - your link to vital business and consumer news. The Business Link provides timely tip-offs to frauds and scams operating in your area.
- **TAXPAYER SAVINGS:** You save tax dollars because BCA functions relieve government agencies of time-consuming tasks.
- **HOTLINE:** "Member Only" priority telephone number gives you immediate access to BCA.
- **PUBLIC EDUCATION:** BCA speakers appear in person and on radio and television to help buyers become educated consumers. Upon your request, BCA staff will give a presentation on any subject related to our services.
- **CREDIT UNION:** Membership gives you the opportunity to join a local credit union.
- **DISCOUNTS:** Membership entitles you to discounts on shipping service, credit card processing services and other valuable services.

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