

PEARL RIVER COMMUNITY COLLEGE

NEWS & INFORMATION

101 HWY. 11 N., POPLARVILLE, MS 39470

601 403-1312; 601 403-1328

ALWAYS MISSISSIPPI'S FIRST

March 3, 2015

BBB chief says price not top measure of business trust

(Photo attached; caption below)

POPLARVILLE - Integrity and performance rank above price but customers have lost faith in business, John O'Hara told members of the Poplarville Area Chamber of Commerce Tuesday.

O'Hara, chief executive officer of the Better Business Bureau MS, spoke at the chamber's quarterly Lunch and Learn at Pearl River Community College.

"Trust in business is declining," he said. "Only 50 percent of people have trust in businesses they do business with."

Complaints to the BBB have gone up for six consecutive years. Much of the decrease in trust and increase in complaints can be traced to the 2008-2009 economic downturn when businesses cut employees and services, he said.

O'Hara quoted Gallup/BBB polls that show 93 percent of consumers rank honesty and fairness as most important in business followed by reliability, 91 percent of consumers; good value, 89 percent of consumers; and good price, 76 percent of consumers.

Creating trust can be as simple as answering every telephone call or email and "doing what you say you're going to do," O'Hara said.

The Lunch and Learn was sponsored by Wells Insurance LLC in Poplarville.



Photo caption:

John O'Hara, CEO of the Better Business Bureau MS, talks about consumer trust during a Poplarville Area Chamber of Commerce Lunch and Learn at Pearl River Community College.

PRCC Public Relations photo

—

Pearl River Community College offers equal education and employment opportunities. We do not discriminate on the basis of race, religion, color, sex, age, national origin, veteran status, or disability. For inquiries regarding the non-discrimination policies or to request accommodations, special assistance, or alternate format publication, please contact Tonia Moody, ADA/Civil Rights Coordinator, at P.O. Box 5118, Poplarville, MS 39470 or 601 403-1060.