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Understanding BBB Ratings: Strategic Approaches to Consumer Complaints

Regulatory Oversight Podcast

SPEAKERS

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In this episode of *Regulatory Oversight*, Stephen Piepgrass, Michael Yaghi, and Dan Waltz conclude their two-part series on the Better Business Bureau (BBB). The group discusses strategies for managing and improving BBB ratings for businesses, while examining how consumer complaints impact potential regulatory actions. They emphasize the importance of addressing these consumer complaints promptly, highlighting the need for effective training and streamlining complaint handling processes within companies to prevent issues from being overlooked.

The group explores the impact of regulatory actions on BBB ratings and the importance of understanding how multistate and single state investigations can affect a company's score. They offer solutions to address BBB rating concerns, aiming to minimize these potential legal and regulatory challenges, while fostering consumer trust. The conversation concludes with insights into the BBB's cooperative approach and its relationship with state regulators.

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