

vivint and the bbb

Vivint and the Better Business Bureau (BBB)

At Vivint, we are committed to the highest levels of transparency. While we recognize that there are concerns about our company because of our current BBB rating, we are confident that the following information will provide insight into why our rating does not accurately reflect the quality of our products and services.

What is the Better Business Bureau (BBB)?

The BBB is a non-profit, private commercial entity. Although the BBB has the word “bureau” in its name, it is not affiliated with, related to, or associated with any government agency or organization. The BBB’s mission is to be a source of unbiased company reviews, which the BBB tries to accomplish by assigning a grade to each business. (For a full list of grading criteria, visit bbb.org/business-reviews/ratings)

How does the BBB assign its grades?

The BBB reviews companies based on a number of factors and uses a proprietary algorithm to assign companies a grade from A+ to F. Several of the determining factors are left up to individual employee discretion, and different BBB chapters rate companies differently based on varying or discretionary criteria. The BBB’s grading system has been criticized by the media for inconsistent and unusual grades, for assigning Fs to famous businesses like Disneyland and the Ritz Carlton Boston Common, and for allegations that companies who pay the BBB receive better grades (bbbroundup.com). Also the BBB does not grade itself or respond to complaints about the BBB.

What constitutes a complaint?

The BBB does not investigate complaints before posting them. Any complaint sent to the BBB is reported by the BBB as a complaint, regardless of whether or not the complaint is true or has merit or whether the person complaining is actually a customer of the company. Even if the “complaint” is resolved to the satisfaction of the customer, the matter is still reported as a complaint. All complaints against companies remain on the company’s record for three years, but the BBB does not weigh complaints based on severity or relevancy. This means that a complaint received one day ago is given the same weight by the BBB as one received three years ago.

Vivint’s BBB grade

Vivint’s current BBB grade is not based on the BBB’s evaluation of Vivint’s products or services. In fact, the BBB itself has said that the number of complaints against Vivint in the past three years—all of which have been resolved—do not affect Vivint’s grade negatively. Vivint’s grade is largely due to government actions. Here is some context:

1. The number of complaints that are listed for Vivint for the past 36 months is approximately 1,400. Considering that Vivint has more than 700,000 customers and interacts with more than 10 million consumers each year, the ratio of complaints to customer interactions is very small.
2. A large part of our grade is based on government actions filed against the company. These actions vary in both scope and severity. For example, a minor government action (like the one filed against Vivint by the city of Kennewick, WA) can be the result of incomplete paperwork filed during the licensing process—the equivalent of a city giving a consumer a parking ticket.

We take ownership of these government actions and have worked to resolve all of them with the states they were filed in. We have also made the appropriate internal changes in procedures and staffing to prevent them from happening in the future.

vivint and the bbb (continued)

How should customers factor the BBB grade into a buying decision?

We applaud consumers who do their homework before making a purchase, and we know that the BBB grade is a factor in that decision. However, it is only one of the factors. If customers are concerned about the quality of our products, we invite them to consider independent product reviews by publications that specialize in product capabilities evaluations. For example, Vivint's Home Automation and Advanced Security packages were recently rated a Consumers Digest "Best Buy." Customers can find more reviews of our products at vivint.com/newsroom. We would also suggest that customers consider the various awards and recognition the company has received. PCWorld, a leader in tech trends, named Vivint one of its top 100 products of 2012. And in February 2013, Forbes named Vivint to its list of America's 100 Most Promising Companies. For more Vivint awards and ratings, visit vivint.com/service/awards.

The majority of Vivint's BBB complaints and government actions are related to our direct-to-home sales program. If you have a concern about a sales representative, you can email Vivint's Sales Representative Liason, Paul Haynie, at repverify@vivint.com or call him at 801.765.5936.