

Efficiently and accurately vet businesses: BBB Great West + Pacific



Tracers

CASE STUDY

CUSTOMER	BBB GREAT WEST + PACIFIC
# OF OFFICES	8
# OF USERS IN TRIAL	8



In the spring of 2020, BBB Great West + Pacific serving Alaska, Central Colorado, Hawaii, Idaho, Montana, Oregon, Washington, and Western Wyoming engaged in a trial with Tracers.

The Goal: Efficiently and accurately vet businesses to BBB's Accreditation Standards:

- Competency license check.
- Verify how long the applicant has been in business.
- Confirm the business address is in the USA to distinguish fakes and businesses out of the country.
- Government actions: report on business owner(s), bankruptcies, liens, judgements, and criminal records.
- Identify when to run a PACER (federal court search) for government actions.
- Incorporation status.
- Business start date, number of employees, and sales volume.
- Sex offender database.
- Business connections: ability to search a business owner to see other businesses they own in order to better understand the whole picture.
- Social media search (*extra charge*): gain a comprehensive understanding of the individual's social media presence to find any negative information on the company or its principals worldwide.

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BBB's investigations checklist also included:

- Checking corporate registration/business licensing.
- WHOIS (domain name search).
- Reviewing court records.
- Real estate records search.

The Process: Tracers worked closely with BBB Great West + Pacific from the start to make the process as smooth as easy as possible.

1. BBB Great West + Pacific electronically submitted an application.
2. The application was credentialed within 24 hours.
3. Onboarding began where BBB Great West + Pacific provided the list of names and emails of trialers to Tracers.
4. Login IDs and welcome emails were issued and sent to all trialers.
5. The 8 Operations employees in trial were given a 1-hour training session.
6. May 1st-May 30th, trialers utilized Tracers for 30 days to get a direct comparison of results from their traditional investigative methods.

To accurately track and attribute increased efficiency, A/B testing was done to prove the usefulness of Tracers professional database of public and private records. Eight investigators used the Tracers platform, while 7 employees continued investigating using their traditional methods.

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The following is a list of the searches run during the trial period:

- People Search.
- Comprehensive Report.
- Social Media Profile.
- Reverse Phone Search.
- Business Search.

The Results: Tracers enabled BBB Great West + Pacific to instantly connect with the data they needed and increased overall efficiency by as much as 40%.

This controlled A/B testing proved investigation times were significantly decreased. ***In fact, the investigators using Tracers were up to 40% more efficient:***

- Access to this professional database with over 43 billion records enabled investigations to be done quicker.
- The average time to run a people search on an individual was seconds.
- The ability to link relatives, relationships, and associates was helpful.
- The comprehensive search can be run at the press of a button instead of normally spending hours or days trying to track this information down manually or from multiple other sources.
- The amount of total searches run would have cost over \$10,000 if charged by normal per-search pricing; with Tracers Member Benefit pricing, BBB Great West + Pacific saved thousands of dollars.

“Tracers was a game changer for our BBB. It provided consistency and confidence to efficiently verify and connect information.”

Dene' Joubert, Investigations Manager; Sam Fife, Director of Innovation;
Catherine Docherty, Operations Process Specialist

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Scam Tracker Vetting: Tracers platform is an excellent tool to use in conjunction with BBB's Scam Tracker:

- Vet the data received from the consumer (which may just be a phone number).
- Search phone numbers, emails, websites, address, owner name information to decide if the report submitted can be traced to a real business.
- If the report is against a real business, BBB can use Tracers information to create a Business Profile and redirect the consumer to file a complaint or customer review instead of a Scam report.
- Determine whether or not the company has a presence in the US and within a BBB's service area.
- Verify that the complaint is not in litigation when filed with the BBB and that it has not been resolved by a previous court action, arbitration, or settlement between the parties.
- Gain insightful demographic data about a legitimate scam uncovering patterns such as age and postal code of the victim or target.

Tracers exclusive member benefit for BBBs



BBB's member benefit: Tracers has created a unique package for BBBs based in the United States to meet all of their investigative needs:

- Free 7-day trial for all users in your organization.
- Ongoing training and support from public records search experts.
- Special pricing of only \$250 per user, per month – this would typically cost \$1000 or more at Tracers standard per search pricing.
- Give access to our public and proprietary record database to enrich, bring efficiency and strengthen to BBB's accreditation process.
- Set up and train BBB's Administrators and designated users.
- Offer ongoing concierge support to BBB's users.
- Grow with BBB's information gathering and technology needs.



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Tracers Product Overview



Basic People Search

Contact information, residence, and verifiable addresses are not always disclosed or readily available to the law firm when a new case or project comes in. Tracers databases are continuously updated to provide the most relevant contact information and address history for a party. All Tracers searches will include both exact name matches as well as any aliases found. Results can be further refined by location, Social Security number, phone number or other piece of unique information. If there is a reason to reach out to friends or family members of the person of interest, Tracers displays all related family members and spouses with indicators of the relationship and other information.

Tracers Comprehensive Report

The premium comprehensive report is the all-in-one report for someone who is trying to get as much information as they can in one search. This report is uniquely helpful because it searches a deep set

The screenshot displays the Tracers web interface. At the top, there's a navigation bar with various search options like 'People Searches', 'Asset Searches', 'Profile Reports', etc. The main search criteria section shows 'First Name: William', 'Last Name: Smith', and 'DOB: 1970'. Below this, the search results are organized into several columns and sections:

- Search Information:** Premium People Search - Tier 2. Note: 19 records out of 19 available.
- Person of Interest:** William Smith (MARRIED), DOB: 1970, Address: 6006 Kyanone Rd, Huntington, WV 25703-9739 (CURRENT).
- Possible Relatives:** Corina S Smith (M), Angela L Smith (M), Angela Gail Bailey (M), Angela Smith (M), Brian G Smith (M).
- Possible Associates:** Angela B Bailey, Angela B Spocoll, Beth Ann Symant, Brandon Ray Hayslip, Cecilia D Symant.
- Addresses:** 6006 Kyanone Rd, Huntington, WV 25703-9739; 608 455 St St, Charleston, WV 25304-2403; 4832 Hochman Bend Rd, Salt Rock, WV 25589-9; 4306 187th Street Rd, Huntington, WV 25701-9719.
- Phone Numbers:** (440) 845-1683, (570) 201-0UREM7, (304) 733-1641, (606) 304-10120046, (304) 738-0385, (606) 304-10120028, (304) 738-0000, (204) 738-0422, (606) 304-10120193, (304) 738-0422, (606) 304-10120193, (606) 304-10120193.
- Other Information:** Other DOB's, Other SSNs, Other Email Addresses, Social Media Reports, Personal ID, Driver's License, Marriage Records, Divorce Records, Court Records, Possible Relatives, Possible Associates, Addresses, Phone Numbers, Risk Phone Numbers, Possible Associates, Addresses, Phone Numbers, Risk Phone Numbers.

Tracers Product Overview



Social Media Report (extra charge)

In one seamless report, all current active and inactive social media profiles can be found. This is a tool that has been used for both finding a person of interest and also to document social media activity for use in litigation. This search is worldwide.

The screenshot displays the Tracers interface for a social media report on John Doe. The main report window on the left shows search criteria and results for 130 profiles found. It includes sections for work experience (e.g., ACME POWERING TRANSFORMATIONS, ACME GENERAL INC.), schools (e.g., Washington University, University of Washington), and locations (e.g., 1234 Main Street, Mantown, CA, 92679). A map view shows the location of 1234 Main Street. Below the main report, three social media profiles are detailed:

- Source: slideshare**
IDENTIFIER: John Doe | United States | JohnDoe | Probable Match
URL: <http://www.slideshare.net/username>
IP: 1.11.2.3.4.5.1
TYPE: Result (Profile page, or user post)
DATE: [button: visit website]
- Source: twitter**
IDENTIFIER: John Doe | handlename | Probable Match
URL: <https://twitter.com/twitterhandle>
IP: 13.24.23.2.31.11
TYPE: Result (Profile page, or user post)
DATE: [button: visit website]
- Source: pinterest**
IDENTIFIER: John Doe | JohnDoe | Probable Match
URL: <https://www.pinterest.com/pagename>
IP: 1.1.1.2.3.1234
TYPE: Result (Profile page, or user post)
DATE: [button: visit website]
- Source: facebook**
IDENTIFIER: John Doe | California, USA | Uncertain Match
URL: <https://www.facebook.com/profileurl>
IP: [button: visit website]

Tracers Product Overview



Export Capabilities

All reports can be exported into the file format of choice: PDF, Word, or Excel.

Advanced Account and User Management

As records searches are often specific to work done for one particular case, account management and permission settings are more advanced within Tracers than in most traditional search platforms. Give management options so BBB's administrators have the ability to prevent the misuse of search functionality for personal purposes.

Permissions can be tracked and restricted by user or IP address. A user's search history can be reviewed at any time to spot-check their work or to restrict users from "types of search." Accounts can be managed by restricting each account to only be able to search for specific data types.

Technical Strengths

Our secret sauce is our algorithmic capability to match records from thousands of incoming data sources to our database identities. These proprietary algorithms analyze the data for variations that are to be expected between disparate data sources and accurately matches and appends the information to the identified individual, developing a personal profile.

Tracers Product Overview



User Service and Support

Tracers eases the search process and learning curve by offering one-on-one demos and ongoing white-glove support from dedicated account managers. With over 24 years of experience in advanced public records and people searching, Tracers' expertise and customer-centered approach is unique. An example of Tracers' commitment to helping clients get results is that every morning the support team receives a report of searches that garnered zero results and the team then proactively reaches out to those users to offer assistance.

Archival Depth

The Tracers platform has aggregated individual telephone, address, and relationship histories for decades. We retain this information, and all is searchable. For example, queries of an old address or telephone number from more than twenty years ago is easily resolved to the subject's current profile. Tracers includes a 40-year address history as part of this unparalleled historical data.

Business and Corporation Data

While many other competitive sources also have business and corporate information, Tracers specializes in linking partners on business registration filings to Tracers person profiles. A subject's business interests are identifiable from comprehensive reporting of our individual person profiles and registered business partners are linked to our corresponding person records.

Tracers Product Overview



Linkages and Relationships

Tracers' vast aggregation of current and historical data sets allows us to match telephone data, address records, relative and associate linkages to generate deep and comprehensive profiles for each individual in our databases. These linkages provide a broad-based investigative resource that combines other data features such as adverse criminal arrest, convictions, court activities, possible relatives, and even possible known associates.

Tracers Security and Policies are as follows:

- Servers are housed in secure facilities
- PCI/DSS 3.0 Certified
- SOC2 type 1 Certified with Type 2 in the works
- Multi-layered approach taken to our physical and logical security
- Physical security entails photo badge access and limited two-factor access to our on-site datacenter is required
- Network is segmented into several parts that aren't accessible by default to any one service or person- access must be requested and granted on a per-case basis
- Data at rest is encrypted using PGP
- Data in flight from the edge of our network, to the outside world, supports being encrypted using HTTPS and TLS1.1
- Operate on a least-privileged access model for raw data access
- Compliance – section 508