

Scams targeting businesses



BBB Scam Tracker also collects information about scams that target businesses. Businesses reported losing money 29.5% of the time, a significantly lower susceptibility than that reported by consumers (52.0%). However, the overall median dollar loss reported by businesses (\$523) was significantly higher than that reported by consumers (\$100) (Figure 23).

The three riskiest business scams based on the BBB Risk Index were worthless problem-solving service scams,⁹ bank/credit card company imposter scams, and fake invoice/supplier bill scams (Table 8).

FIGURE 23

Overall susceptibility and monetary loss (business versus consumer scams)

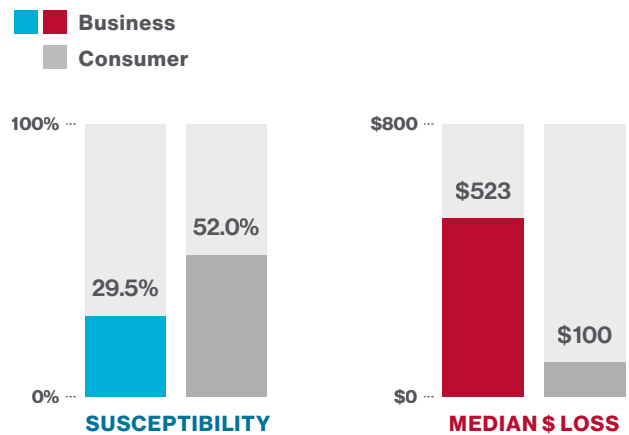


TABLE 8

Riskiest scam types reported by businesses

RANK	SCAM TYPE	BBB RISK INDEX	SUSCEPTIBILITY	MEDIAN \$ LOSS
1	Worthless problem-solving service	175.1	59.8%	\$500
2	Bank/credit card company imposter	111.6	28.0%	\$983
3	Fake invoice/supplier bill	36.7	11.9%	\$413

⁹ Sometimes scammers claim to be able to provide low-cost solutions to problems they know many businesses have. For example, they might claim they can repair the business's online reputation or provide quick relief if it's struggling with debt or back taxes—for an up-front fee, of course.