

MAKING THE MOST OF THE DIRECTORY

The Age UK Birmingham Business Directory is the first on-line, one-stop directory to be developed specifically for older people. The aim of the Directory is to make life easier for thousands of older people, their carers, families or friends who will be looking for products or services tailored to their needs. Our mission is to help stop older people being targeted by rogue traders and to promote local businesses that are trustworthy and reliable. The local Age UK's are important as this is where the majority of our referrals come from. We want to make sure the Directory is benefiting and supporting you and your customers so we also welcome any feedback or comments about the Directory.

Important Tips and Hints

Using the directory is simple and easy! You can either search the Directory yourself or direct your customer to the FREE telephone number **0800 044 3848** where a member of our staff will be there to help. We have put together a step-by-step guide to using the Directory but first we have some helpful hints and tips to help you make the most of it.

- 1.** It's very important that you DON'T print off the Directory for yourself or anyone else. The Directory is constantly being updated and we want to make sure your customers have the most up to date information. We are constantly checking that our traders are meeting the requirements set by the Business Directory and if for any reason one is removed we don't want your customers having the wrong information.
- 2.** If you can't find the service you are after or if you are unsure whether it is something we have on the Directory then please get in touch with us. We want to know if you are getting requests for certain services that aren't yet available in your area.
- 3.** Please make sure you give out at LEAST three businesses details and advise customers to call all of them so they can get a good idea of the different costs and services that are available.
- 4.** Advise your customers that they should always get a written quote and a receipt for any payments they make.

STEP-BY-STEP GUIDE TO USING THE ONLINE DIRECTORY

- ✓ To start your search click on the *'Home'* tab to return to the home page.
- ✓ To search for a type of trader or business type a keyword or a type of trade into the search box which says *'Enter the Trade'* you are looking for. When you start typing, a list of possible trades will appear below, click on the appropriate one.
- ✓ Once you have done this, type your full postcode into the search box, which says *'Your postcode'* and then hit the search button.

This will generate a list of relevant traders and business in distance order, stating how many miles they are away from the postcode you entered. To read more about the trader or business click on the *'view details button'*.

For further information visit www.aubdbirmingham.co.uk or call 0800 044 3848