



**Better Business Bureau[®]
of Central and Northern Alberta**

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Media Release

March 2007 Top 10 Complaints & Inquiries

Edmonton, AB (April 11, 2007) During the month of March 2007, the Better Business Bureau[®] of Central and Northern Alberta received the following complaints and inquiries about businesses in the following industries: (Ranked from highest to the lowest)

Complaints		Inquiries	
1	Furniture-Retail	1	Movers
2	Auto Dealers-New Cars	2	Home Builders
3	Computers Software & Services	3	Roofing Contractors
4	Plumbing Contractors	4	Auto Dealers-New Cars
5	Movers	5	Home Improvements
6	Home Builders	6	Work-At-Home Companies
7	Cellular Telephone Service	7	Plumbing Contractors
8	Fuel Marketers	8	Internet Marketing Services
9	Auto Repair & Service	9	Contractors-General
10	Spas & Hot Tubs - Dealers	10	Computers Software & Services

Backgrounder

The following is a Consumer Tip from the Better Business Bureau of Central and Northern Alberta that provides background information about complaints that we received. For further tips, visit www.edmontonbbb.org/BBBtips.html

Cellular Service Plans

Cellular phones can be extremely useful, but to be cost-effective you must choose a service plan with the options that best suits your needs. Service plans make up the bulk of cellular costs, so it would help to know what to expect when your bill arrives rather than be blindsided by unexpected fees.

Before committing yourself to a provider and its fees, determine how often and when you plan to use your phone, as well as where you typically will be calling. If you only use your phone for social calls after work, you should consider a plan with free night and weekend minutes. But if the bulk of your calls will be during business hours, you

may want to check into plans specifically for business calling with the greatest number of anytime minutes.

Prices for plans vary according to factors such as where you are live, coverage area, calling periods, the number of free anytime minutes and additional services that you choose, or your phone is capable of (eg. MP3 storage/playback, text messaging, Internet access, camera capabilities, gaming, call waiting, conferencing, voice message, etc.).

Most personal use plans are based on local calling in a metropolitan area and surrounding suburbs, with extra being charged for long-distance or roaming fees. Most plans require some amount of time commitment, with monthly fees going down and local time increasing with the subscriber's increased monthly charge.

Many cellular phone service providers offer some form of family plan that offers discounts on two or more phones, each with its own phone number, and a "bucket" of shared minutes. You receive a single bill each month, but you need to keep track of the minutes each member uses.

For those that want the convenience of not paying bills, those with credit problems, or anyone who does not want to commit to a contract; there are pay-as-you-go options. A prepaid plan is also a way to test out a carrier's services before signing on with them.

No matter which plan you chose, it is important to read your contract carefully. Know your billing period, how much a carrier will charge you after the free minutes end, how much you will pay for roaming charges (making calls outside your designated area), any long distance and overtime charges, and which options are included in a rate plan and which will cost extra. Many rate plans charge extra for voicemail, web browsing and conference calling.

Finally, check out the company offering the cellular service plan with the [Better Business Bureau](#).

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