



HOW CAN CCAS HELP MY BUSINESS?

As a business, you can be a part of the Consumer Codes Approval Scheme (CCAS) by belonging to a code sponsor. It reassures consumers of your higher level of customer service and consumer protection.

WHAT ARE THE BENEFITS?



Only businesses who belong to a code sponsor can display the **CTSI approved code logo**. This logo helps promote your business as being **reliable and trustworthy**, giving you a unique selling point.



Being a member means you have **clear pre-contractual information**, so the consumer knows what they are buying and is clear about all charges. It shows you have a **robust customer complaints procedure**. This will help you to attract and retain customers.



In addition, being part of an approved code helps **drive up customer standards** within your business sector and therefore **raise overall consumer confidence**.



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consumer codes approval board

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