

Making the most of the Directory

The Age UK London 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 so 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 334 5056 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

1. Click the first search box on the home page and start typing in the business you are looking for, e.g. Plumber. As you start to type it will bring up some relevant categories for you to choose from. Select the business that is most appropriate and then move on to the next box.



If you want to check if a business that you are already aware of is on the directory or not then you can click the 'Company name' button and type in their business name. This will bring up a drop down menu of any businesses that match the name.

2. The next box is where you need to type in their postcode. This needs to be the postcode of where the work is going to take place; for instance if you are searching on behalf of someone make sure you fill in their postcode.



3. Then hit 'Search', this should then take you to a new page with a list of businesses that are local to you.

The business at the top of the page is your closest one; you can see how close they are by checking the approximate miles next to the business name in the blue bar.

4. To view more details about the businesses services and their contact details click the 'View Details' button - Please note that this will open up in a new page, this is so we can give our traders an accurate indication of how many people have visited their profile.

For further information visit www.trustedtraders.london or call 0800 334 5056

