



Three Practical Applications of ODR Innovations

Loïc E. Coutelier, Esq.

Director of Arbitration and Program Manager
Modria.com, Inc.

April 19, 2013

1. Technology Facilitated Resolution (TFR)



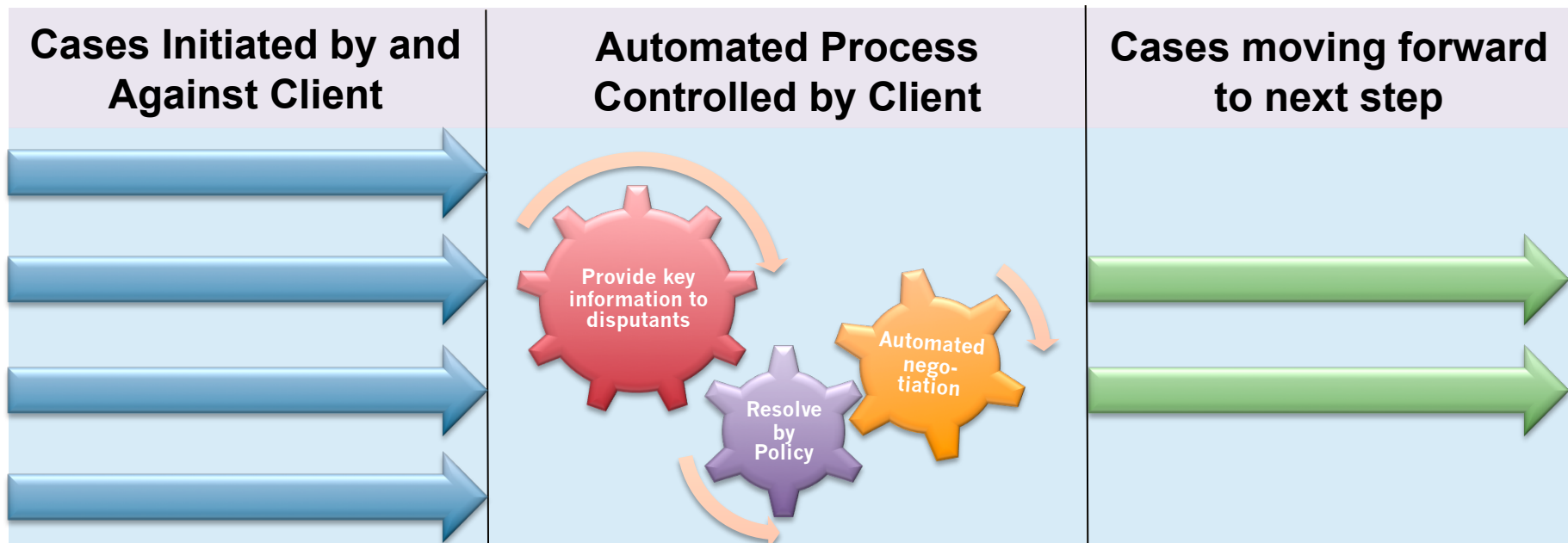
THE PROBLEM: Corporations submerged with small customer complaints



- At the crossroads between customer service and legal
- Too expensive to address one by one
- Result often dictated by internal policy

THE SOLUTION: Online system handling large number of disputes automatically

Overview



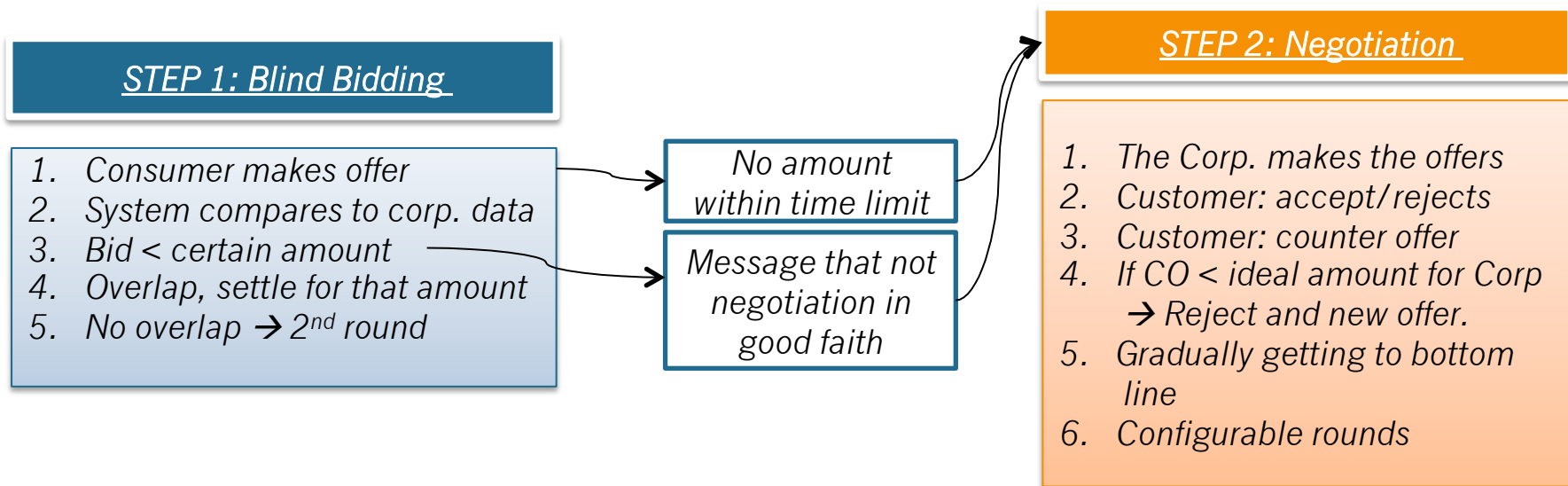
Advantages:

- *Collects key information*
- *Filters out disputes*
- *Reduces expensive "human touch"*

Automated Negotiation (\$ claims)



This process applies to monetary claims, and acts as a dispute filter, resolving disputes automatically



Advantages:

- Multiplies the opportunities for settlement
- Filters out disputes
- No need for human intervention

2. Community Court



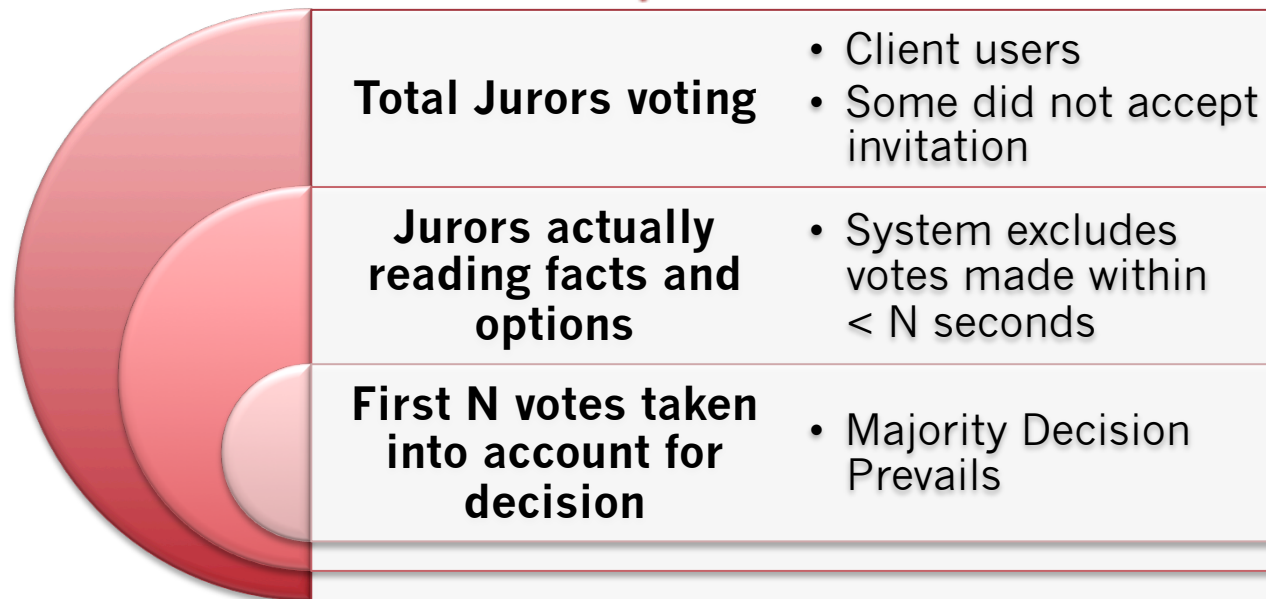
THE PROBLEM: Online Marketplaces dealing with Disputes between its customers



- Just want to keep their customer happy
- Need to keep the costs low
- Want to keep the community engaged

THE SOLUTION: Community Court, where the users are jurors.

How it works



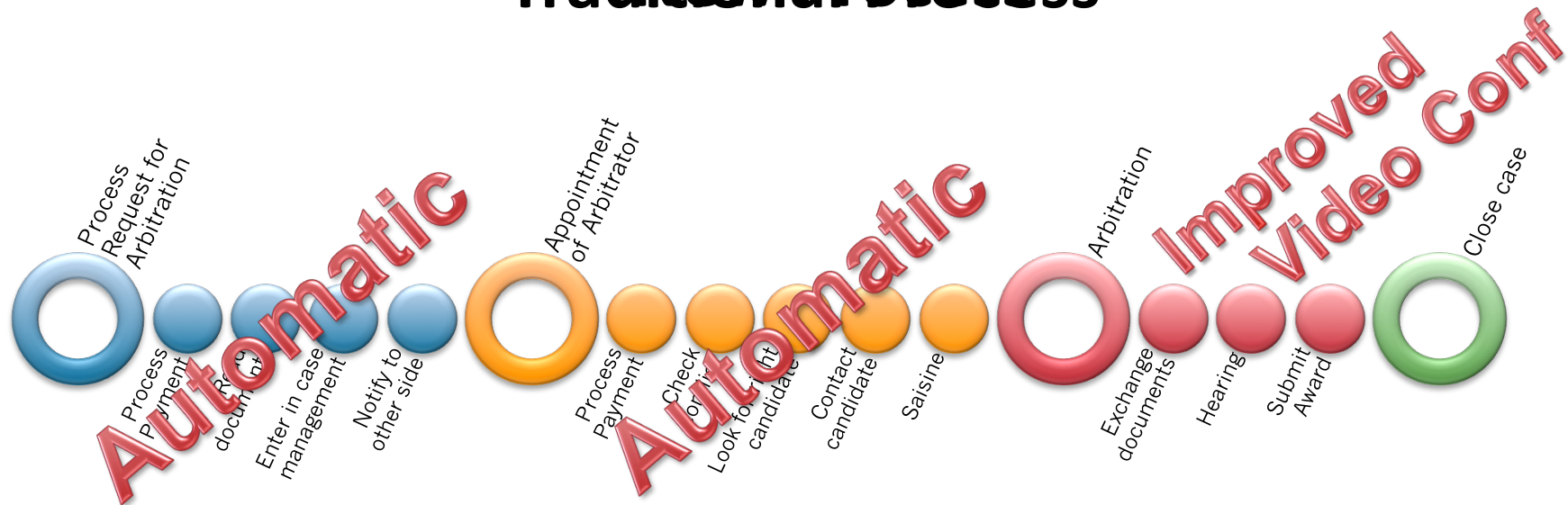
Benefits:

- *Free neutrals (you would have to pay a mediator or arbitrator)*
- *Engages users, feel part of a community, greater*
- *The disputants consider the decision as more fair*

3. Online Arbitration



Traditional Process



A few days to a few weeks



Thank you!

*For any questions, please contact
Loic Coutelier at loic@modria.com*