

# Three Practical Applications of ODR Innovations

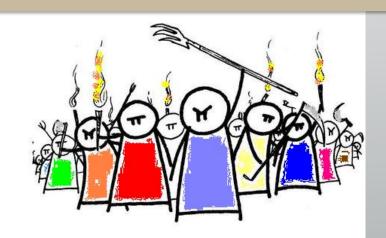
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# 1. Technology Facilitated Resolution (TFR)

# 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

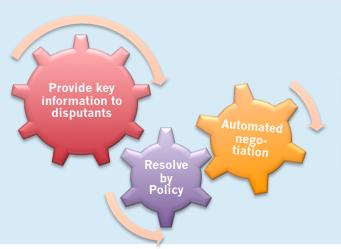


### Overview



# Cases Initiated by and Against Client

# Automated Process Controlled by Client



# Cases moving forward to next step

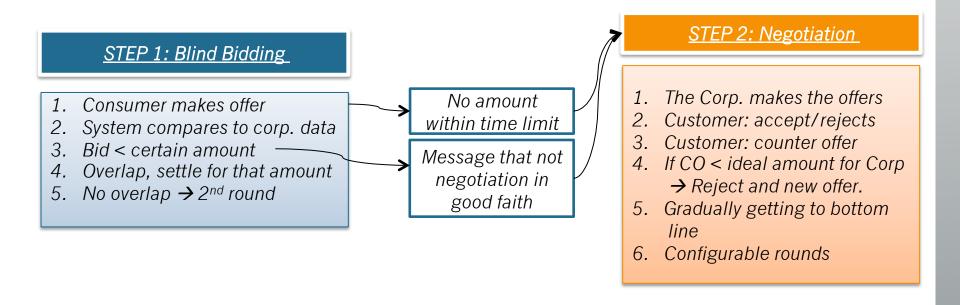
#### Advantages:

- 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



#### **Total Jurors voting**

- Client users
- Some did not accept invitation

# Jurors actually reading facts and options

- System excludes votes made within
  - < N seconds
- First N votes taken into account for decision
- Majority Decision Prevails

#### 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

### Tradition ar acess



A few days to a few weeks





# Thank you!

For any questions, please contact Loic Coutelier at <a href="loic@modria.com">loic@modria.com</a>