

Functioning of the European ODR Platform

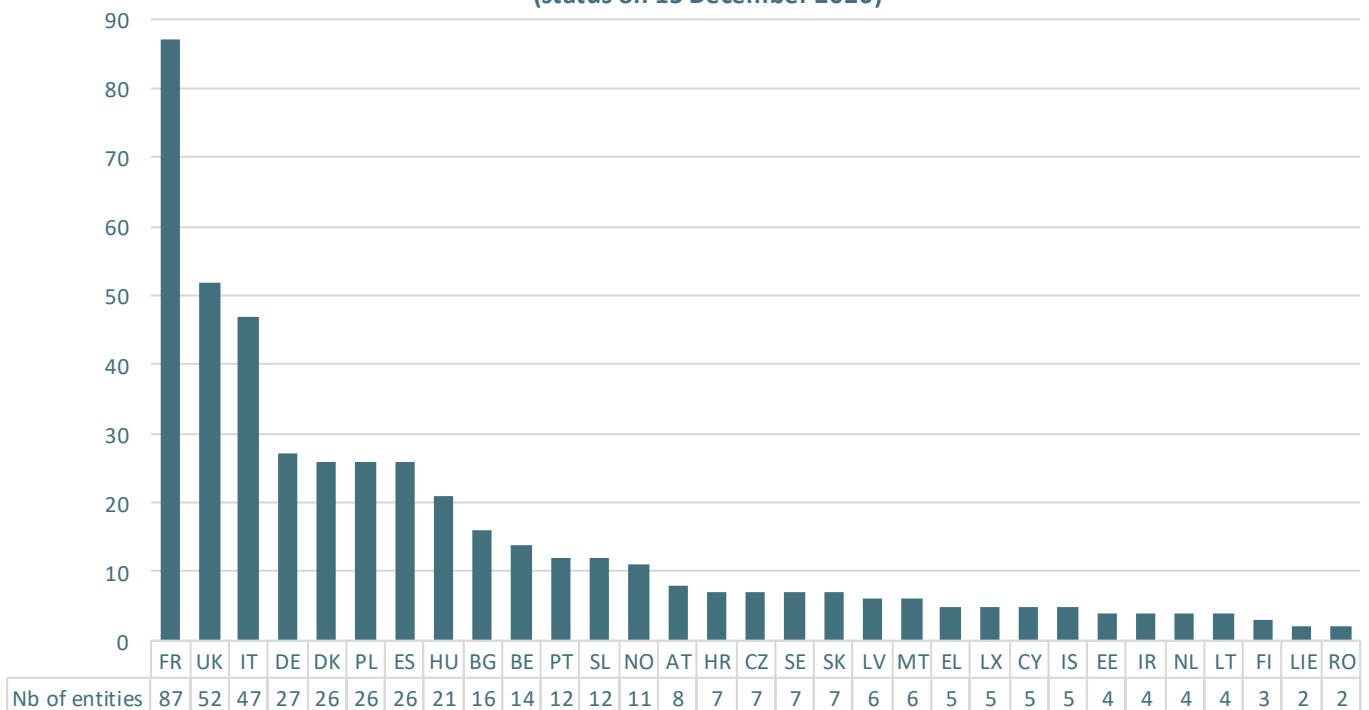
Statistical report

December 2020

In line with the obligation laid down in Article 21 of the Online Dispute Resolution (ODR) Regulation (524/2013/EU), this report is about the functioning of the European ODR platform operations in 2019. It also describes the actions carried out by the Commission to improve the functioning of the platform. It is an analysis of data on the different activities having taken place on the platform in 2019.

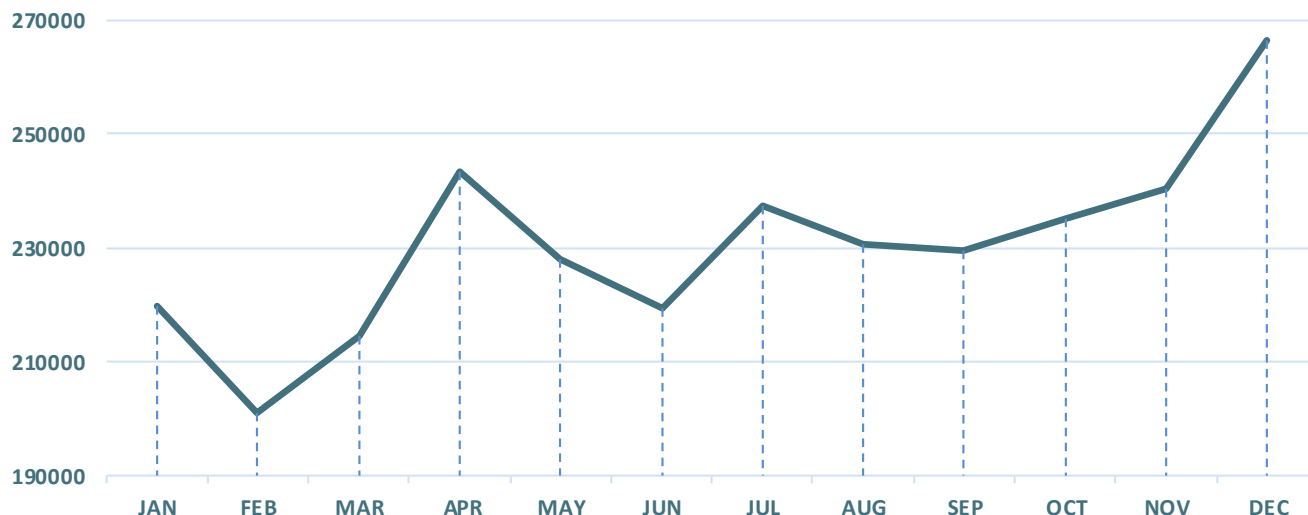
The ODR platform provides a user-friendly means for consumers to submit complaints to a trader related to an online purchase. It contains a multilingual register of 468 quality Alternative Dispute Resolution (ADR) bodies currently active across the Union, Liechtenstein and Norway. It also offers information on other consumer redress possibilities.

Number of ADR entities published on the ODR platform
(status on 15 December 2020)



2,8 million people visited the platform in 2019, an average of 200,000 unique visitors per month.

ODR Platform visits in 2019 (unique visitors)

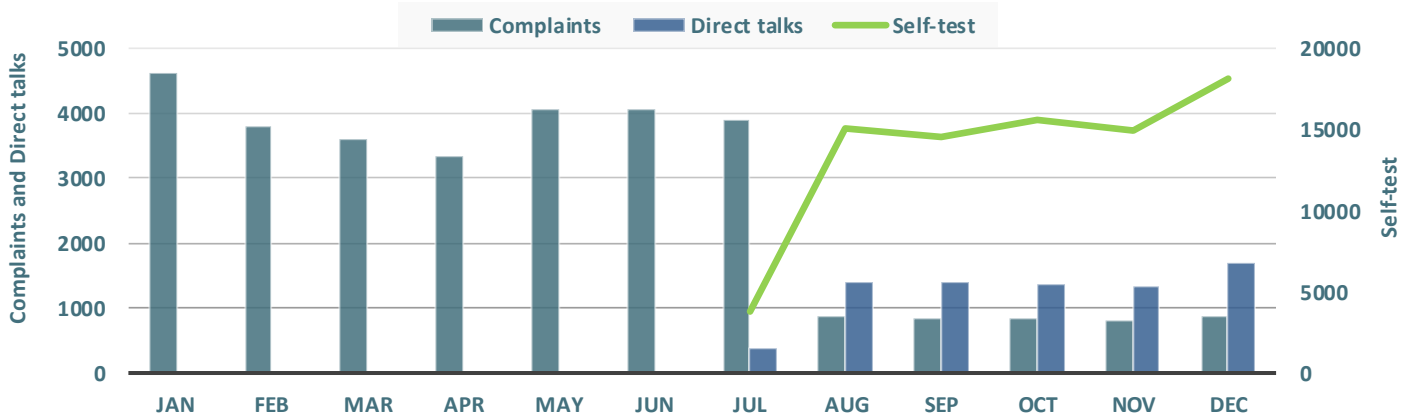


On 24 July 2019, the following changes were introduced in the ODR platform:

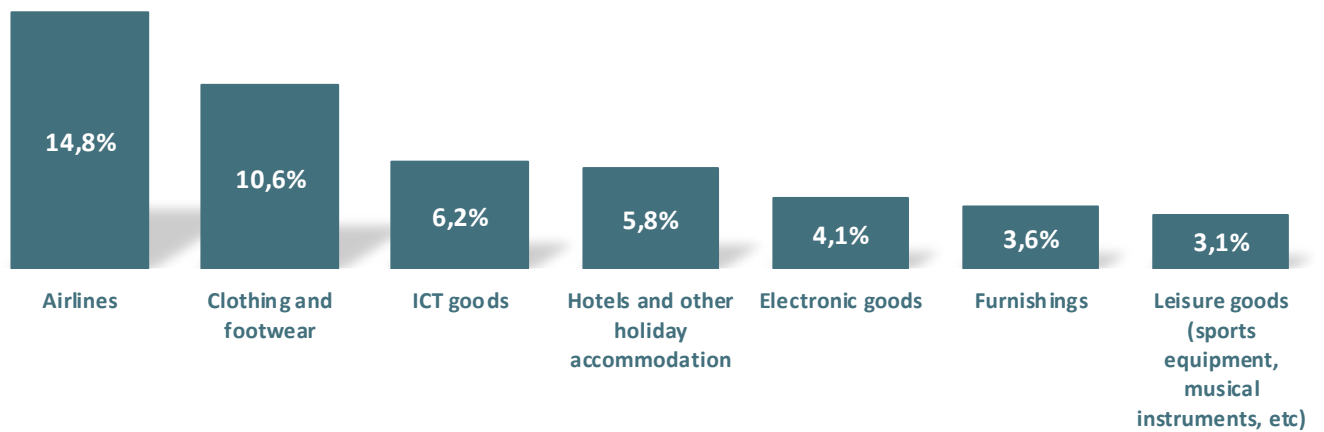
- (1) Visitors are now offered a **self-test** to identify which redress solution would be the most appropriate for their specific issue: launching a complaint on the ODR platform, contacting the trader bilaterally or a European Consumer Centre or an ADR entity direct. This helps consumers better assess which solution would work best for their problem.
- (2) The consumers are given an option to share a draft complaint with a trader before submitting it officially, to try to settle the dispute directly (the so-called “direct talks” module).

End 2019, nearly 20 000 consumers completed the self-test every month, which is a four times increase in the level of interaction with the platform compared to when consumers could only launch a complaint. As a result, the number of complaints formally launched on the platform decreased significantly showing that consumers decided this was not the best route for their problem.

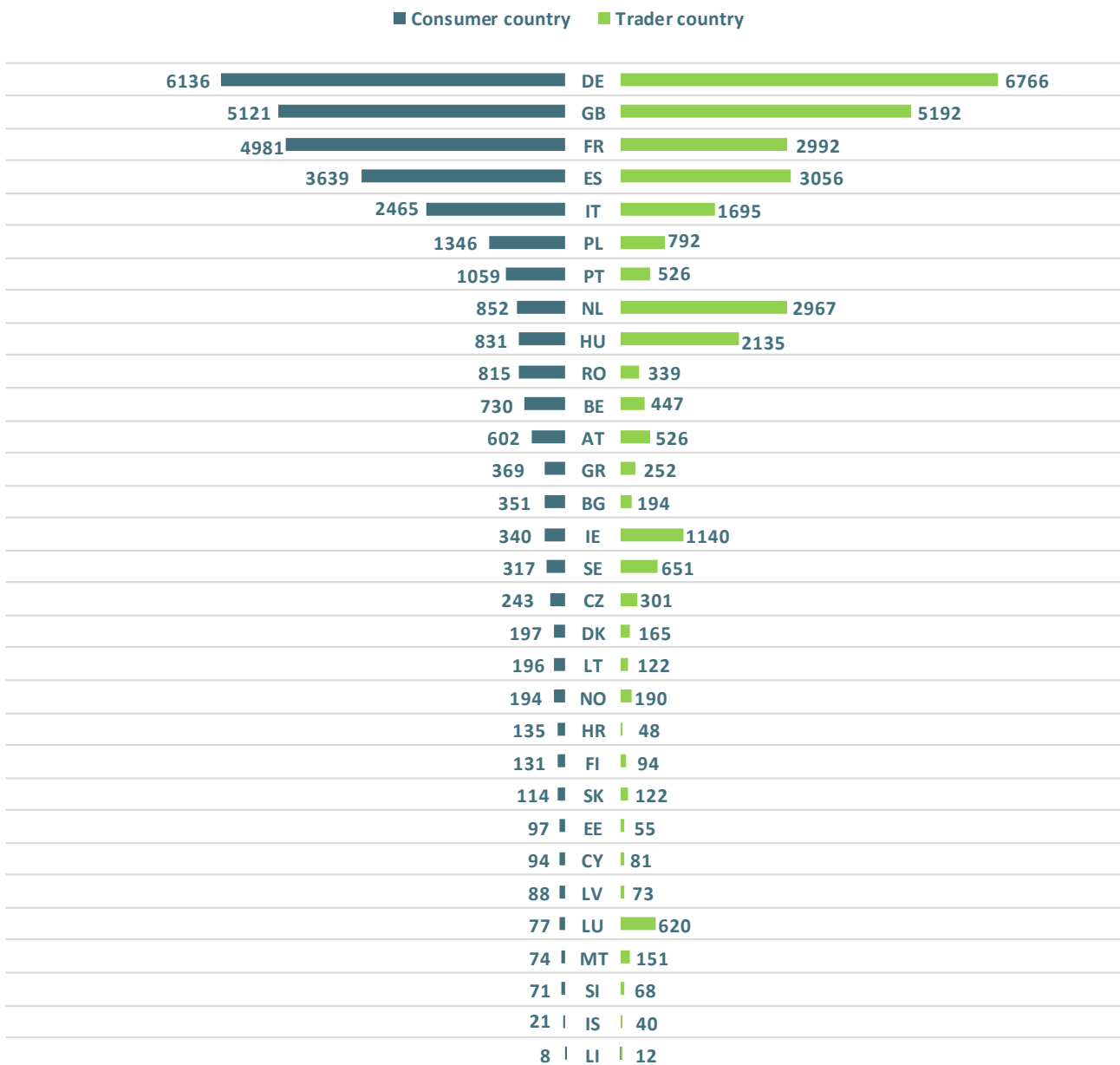
Number of submissions per month in 2019



Top 7 most complained retail sectors in 2019



Number of complaints per consumer and trader country in 2019



50% of the complaints on the ODR platform are cross-border, this is clearly reflected in the graph above as for certain countries there is a large difference between the number of complaint by the country of the consumer or of the trader.

83% of complaints formally launched on the platform were automatically closed after the 30-day legal deadline for the trader to eventually agree to proceed to an ADR procedure. 11% were refused by the trader and 4% withdrawn by either party. As a result, only 2% of the complaints reached an ADR body.

However in a survey of all consumers who launched a complaint (or direct talks) 20% of respondents say that their dispute had been resolved either on the platform or outside the platform, and further 18% respond that they were continuing to discuss with the trader.
