

# Functioning of the European ODR Platform

Statistics 2<sup>nd</sup> year

December 2018

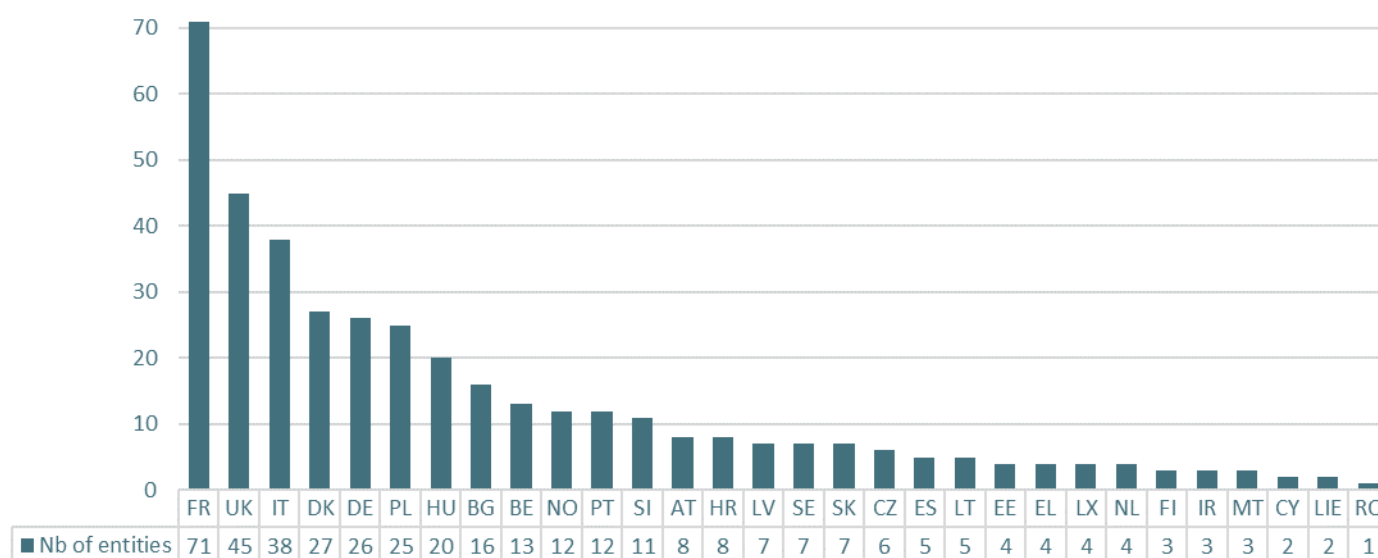
## Introduction

In line with the obligation laid down in Article 21 of the ODR Regulation to report on the functioning of the European ODR platform this report presents an overview of the ODR platform's second year of operation. It also describes the actions carried out by the Commission to ensure the platform's continued proper functioning and to enhance its contribution to the development of the Digital Single Market.

This report follows on from the First report on the functioning of the European ODR platform published in December 2017.<sup>1</sup> It is based on an analysis of a complete data set related to all complaints lodged on the platform between 15 February 2017 and 14 February 2018. As with the 2017 report, that analysis focused solely on complaints generated within the ODR platform's workflow and did not take into consideration complaints that were submitted to ADR bodies directly, i.e. without using the ODR platform.

## The ODR platform

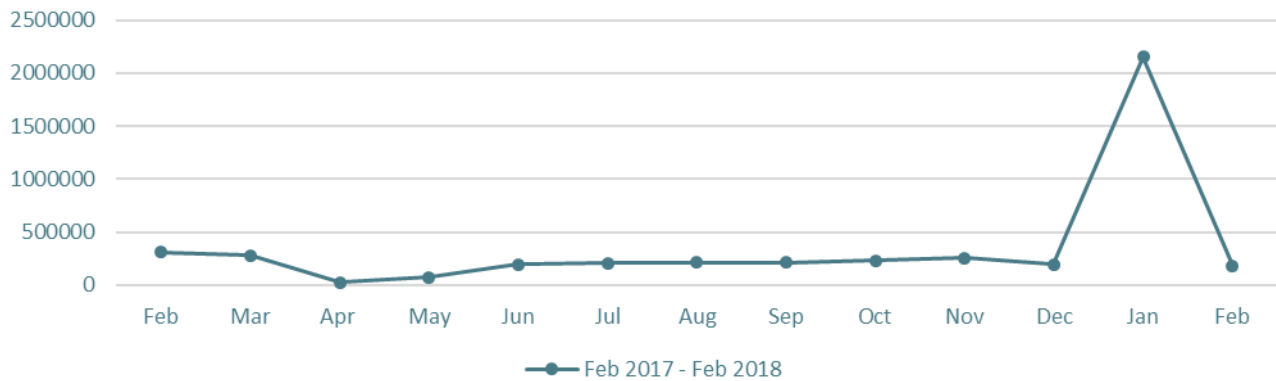
The ODR platform provides a user-friendly means to submit complaints online, it contains a multilingual register of ADR bodies, and it offers information on consumer redress. To date, all EU Member States, Liechtenstein and Norway have notified ADR bodies and a total number of 399 ADR bodies are accessible through the ODR platform.



<sup>1</sup> COM(2017) 744 final.

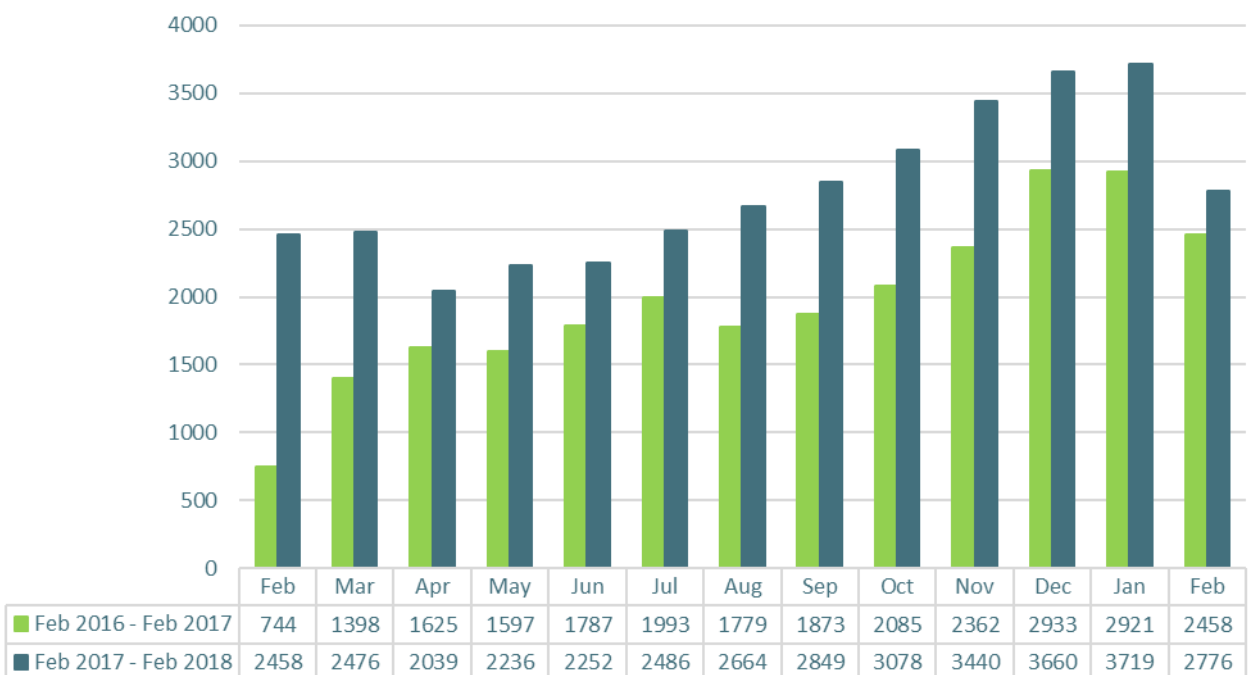
## Web-traffic

Statistics show high web-traffic on the ODR platform during the 12 months covered by this report, with some **5 million people** visiting the platform in total and an average of 360,000 unique visitors per month. A regular increase in visits on the ODR platform is confirmed for the second year of operation and thanks to a very successful communication campaign carried out at the end of the 2017, the web-traffic on the ODR platform registered a massive spike in visits in January 2018.



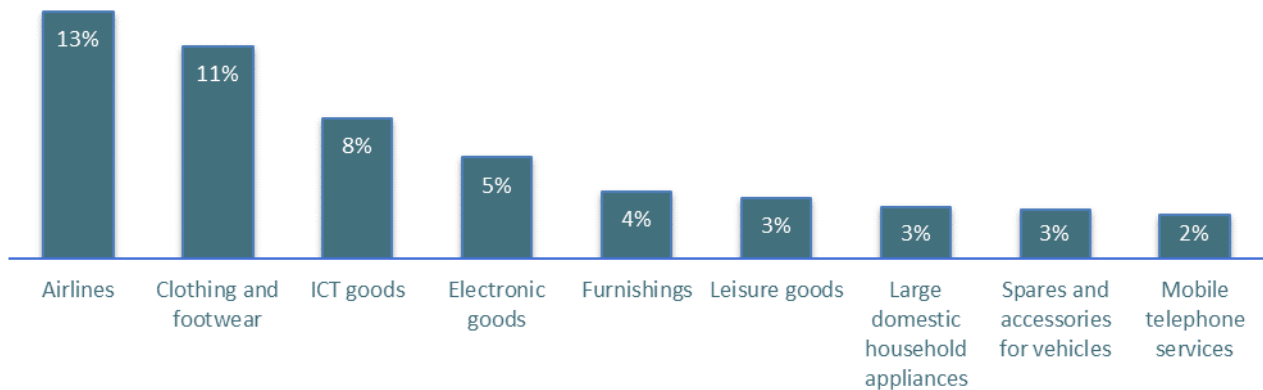
## Complaints lodged on the ODR platform in its second year of operation

The table below shows the trend of complaints submitted per month, which totalled **more than 36,000 cases** in the second year of operation, 50% more than in the first year. On average, 2,700 complaints were submitted per month with a steady increase in autumn and winter 2017/2018.



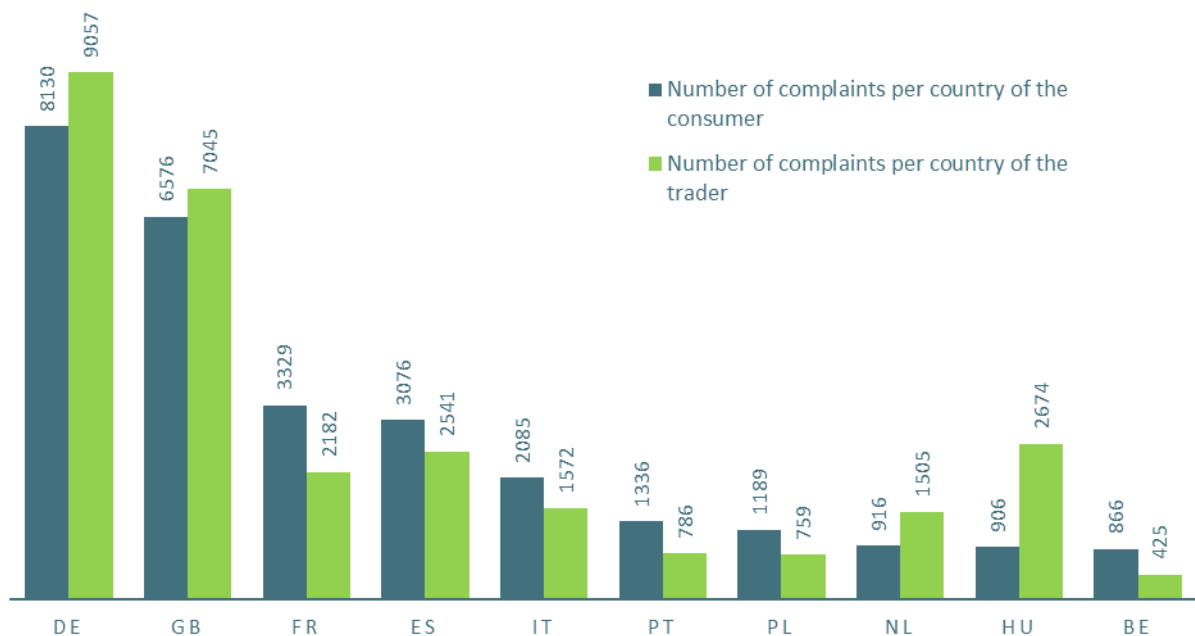
## Top retail sectors and top ten countries

In line with last year's results and e-commerce statistics, in the second year of operation of the ODR platform the retail sectors attracting the highest number of complaints were airline 13%, clothing and footwear 11% and ICT goods 8%.



Germany and the UK, which account for the largest proportion of e-shoppers in the EU, are the countries where consumers lodged the most complaints on the platform, followed by France, Spain and Italy.

The majority of traders against which consumers submitted a complaint are established in Germany, the UK and Hungary, followed by Spain and France.



Overall, the main reasons why consumers complained were linked to problems with the delivery of the goods (25%), followed by non-conformity with the order (15%) and problems with defective goods (12%) and around 40% of cases relates to a cross-border issue.

## Complaints life-cycle

The results of the complaints life-cycle in the second year of operation are very similar to the first year.

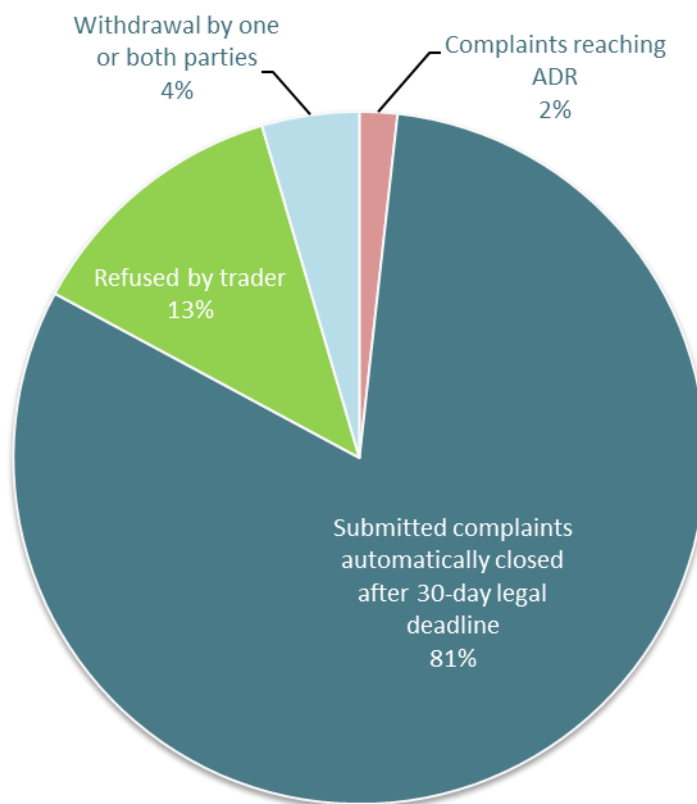
The analysis, as shown in the table below, reveals that 2% of cases reached an ADR body after agreement between the consumer and the trader and 81% of complaints were automatically closed after the 30-day legal deadline (i.e. deadline for the consumer and trader to agree on a competent ADR body).

The Commission run a new survey among consumers whose case was automatically closed which revealed that 37% of consumers had been successfully contacted directly by the trader to try and settle the dispute rapidly.

In addition, 13% of complaints were not automatically closed by the system but traders actively indicated they did not want to engage in the process on the platform. In the majority of these cases, traders specified that they preferred to deal bilaterally with the consumer (around 9% of the overall submitted complaints).

Finally, in around 4% of cases the parties withdrew from the procedure, which also indicates that they are likely to have reached a solution.

This data confirms that the consumer's choice to lodge a complaint on the ODR platform works as an incentive for traders to cooperate on an amicable solution. This mostly happens outside of the platform, but is triggered by the complaint.



## **Improvement of the ODR platform and communication activities**

In the ODR platform's second year of operation, the Commission implemented a comprehensive analytical and technical action plan to improve the platform's performance. As a result, the platform's interface and messaging underwent a substantial overhaul to make it more user-friendly, informative and engaging.

The Commission continued to carry out comprehensive communication activities to further promote the ODR platform amongst consumers and traders. A communication campaign targeting consumers was rolled out at the end of the 2017 during the holiday season, thanks to which the web-traffic on the ODR platform registered a massive spike in visits in January 2018. In response to the low engagement by traders on the platform, the Commission, from April to July 2018, carried out a communication campaign aiming to raise traders' awareness of the benefit of using the ODR platform.

In addition, the Commission hosted the first-ever ADR Assembly in June 2018, a two-day event bringing together virtually the entire ADR community in the European Union with more than 350 delegates from ADR bodies, competent authorities for ADR, key retailers, consumer and business organisations, ODR contact points, European Consumer Centres (ECC Net) and academia. The event featured interactive multi-stakeholder workshops addressing current challenges of ADR and ODR, the exchange of best practices and ample opportunities to network and cooperate towards the common goal of an effective ADR/ODR landscape in Europe.

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