

# The Future of Alternative Dispute Resolution in Thailand

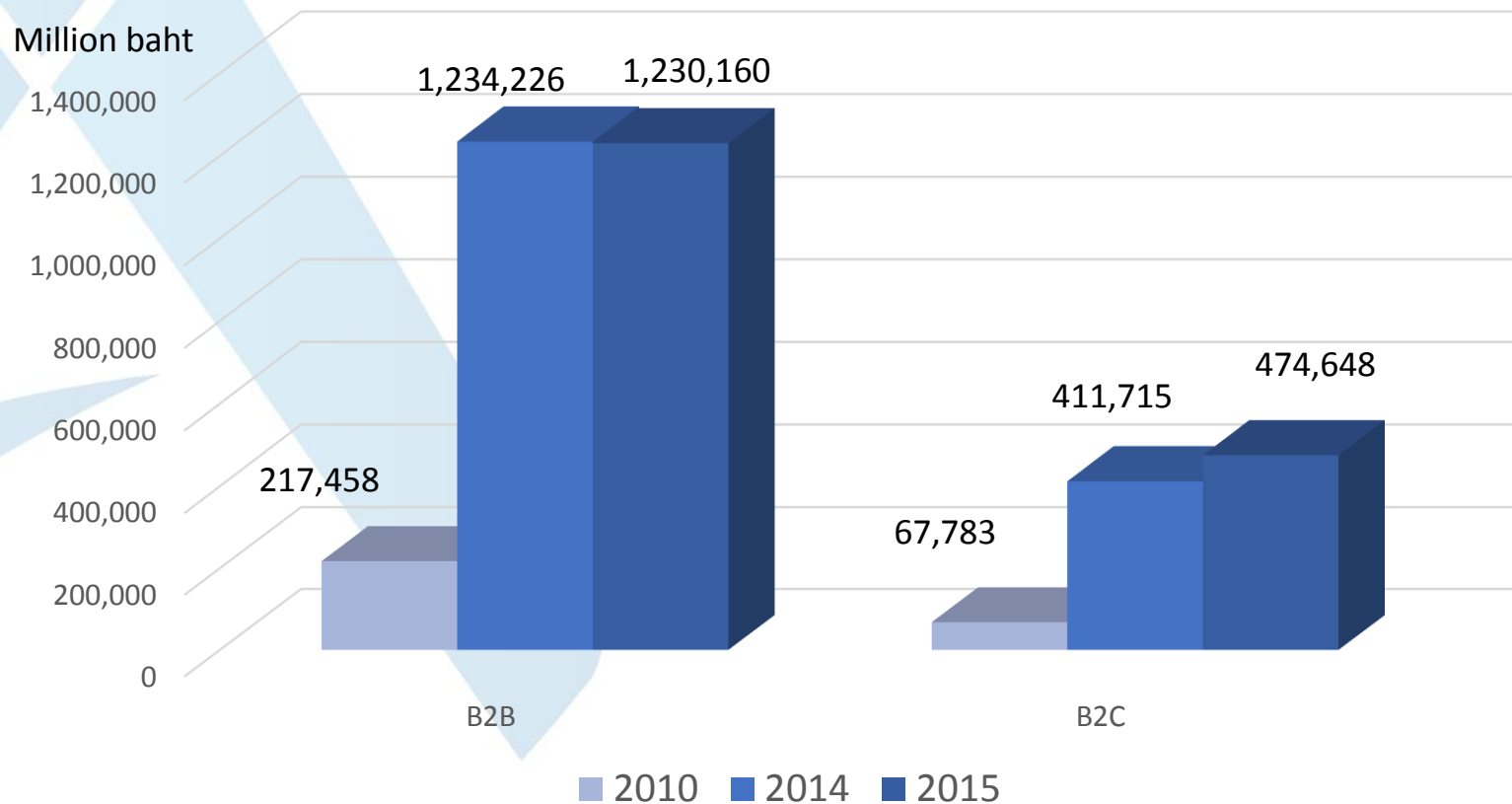
**talk** 

powered by THAC

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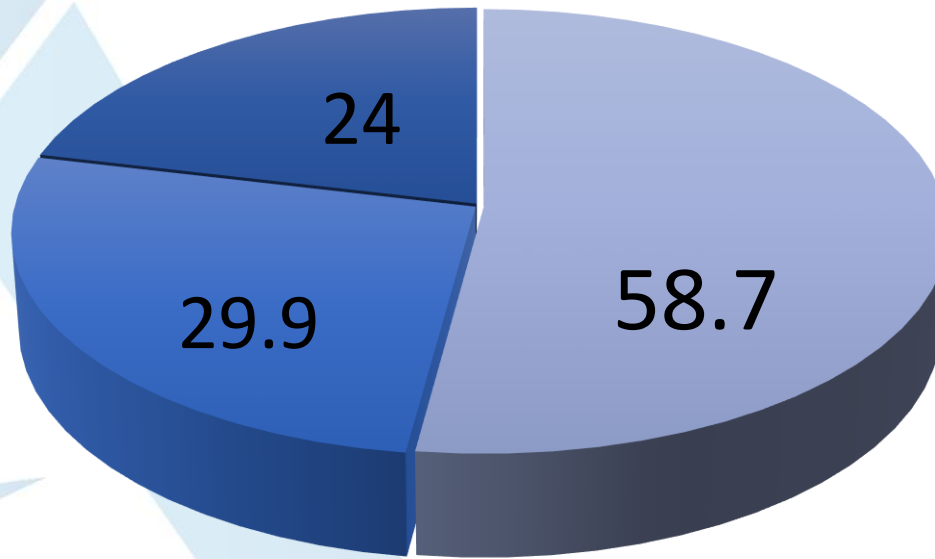
# E-Commerce in Thailand

The sales volume of e-Commerce in Thailand has grown continuously at a sustainable rate



Source: ETDA, NSO

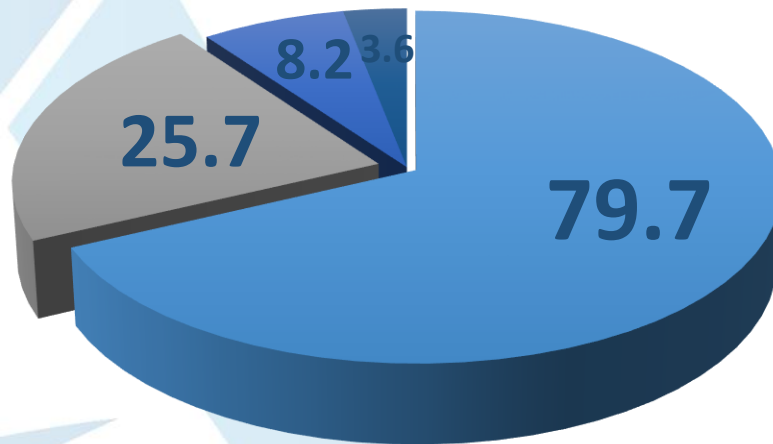
## Frequent Problems with Online Shopping in Thailand



- Delay of product/services delivery
- Incorrect product/services
- Damaged product/services



# How customers in Thailand solve problems with Online Shopping



- File complaint through Online Shopping Website
- Post a complaint in Social Media
- Make complaint through Call Center
- Other channels



## The current solutions to e-Commerce problems in Thailand

Most systems in Thailand provide platforms for customers' complaints, however there has been not been a holistic approach that solves disputes between customers and online retailers completely and rapidly



## What is Online Dispute Resolution (ODR)

- “A new dimension of Alternative Dispute Resolution (ADR) serving as the platform providing online dispute resolution services”
- “A branch of dispute resolution which uses technology to facilitate the resolution of disputes between parties. It involves negotiation and mediation”
- “Mechanism for resolving disputes through the use of electronic communications and other information and communication technology, which can be implemented differently by different administrators of the process, and may evolve over time” - UNCITRAL



The Future of Justice



How Technology is Shaping the  
Dispute Resolution Ecosystem

# talk'D powered by THAC

## *“Creative Space for Online Settlement”*

The 1st Online Dispute Resolution (ODR) in Thailand that is deemed to be the new dimension of Alternative Dispute Resolution serving as the platform providing online dispute resolution service for customers and online retailers completely and rapidly

a system providing online complaining service, online negotiation, and online mediation services utilizing efficient technology properly

save money and time, as well as maintain good relationship between online retailers and customers.

# WWW.TALKDD.COM



talkdd

COMPLAIN ABOUT US SERVICES PACKAGE LOG IN REGISTER ENG

**INSTANT E-COMMERCE DISPUTE RESOLUTION**

Start now

**“Creative Space for Online Settlement”**

TalkDD is Asia's and Thailand's 1st Online Dispute Resolution (ODR) that is deemed to be the new dimension of Alternative Dispute Resolution serving as the platform providing complete one-stop service complaint handling management system for customers and online retailers.

READ MORE

talkdd

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## WHAT'S NEW?

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Online Negotiation System

Online Mediation System



# Advantages of **talkDD**

1. TalkDD Trust Mark will help increase customers' confidence towards online retailers

2. TalkDD provides reliability to the online retailers. By placing TalkDD Trustmark on their website, the retailer will demonstrate their responsibility and managing and handling the customers' complaints and their willingness to resolve any disputes.

3. TalkDD is a One-Stop Service Complaint Handling Management System

4. If the disputing parties cannot agree in the negotiation stage, they can escalate the case to online mediation

5. Regulations

- Online Dispute Resolution (ODR) for E-Commerce Transactions B.E. 2558 (2015)
- Thailand Arbitration Center Rule on Mediation B.E. 2557 (2014)



**online mediation**





# Customers – How to use TalkDD



**talkDD**



## What is your issue?

-  Product/ service not delivered
- WRONG PRODUCT** Incorrect product/ services
-  Damaged or defective product/services
-  Delay of product/services delivery
-  Payment
- OTHERS** Other issues



# Customers – How to use TalkDD

Step 1

Step 2

Step 3

Step 4

Step 5

## How would you prefer the shop to resolve the issue?



Refund



Price reduction



Return and exchange



Repair



Let the online retailers  
propose solution



# Customers – How to use TalkDD




Customers review complaints and attachments



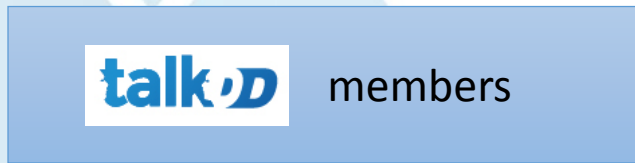
E-Signature  
Customer type Name, Last name and Date



Submit the complaints and the proposed solution



# Online Retailers - How It Works



Customer can file a complaint by clicking at TalkDD logo which is embed in online retailer's website



The system notifies the online retailers regarding the customer's complaints via email and asks the retailer to login to the system to review the customer's complaints and to resolve the disputes



# Online Retailers - How It Works

Step 1

Step 2

Step 3

Step 4

Step 5

Step 2

Online retailers review customers' complaint and proposed solution

Step 3

Online retailers indicate whether they agree with the proposed solution

- Agree to give refund to customer
- Agree to give price reduction for the next purchase
- Agree to repair the product/service
- Agree to a replacement of product/service

\*If the negotiation succeeds, the system generate agreement for the two parties to sign

\*If the negotiation fails, the mediation process will start

**Retailers submit a counter-claim**

1<sup>st</sup> Negotiation between customer and online retailer

- The product/service has already been delivered to the customer
- Product/services received are what's agreed in the contract
- The delivery time was in accordance with the agreement
- Payment is in accordance with the agreement
- The retailers propose a resolution

Attach any relevant document

# Online Retailers - How It Works

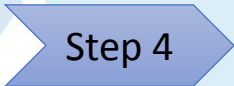


Negotiation fails



**Mediation process**  
The system will automatically be transferred to the online mediation process (Online Discussion)

THAC shall appoint one mediator in its mediator roster as the neutral party to mediate the dispute and notify the parties.



Mediation succeeds

Mediation fails



Settlement Agreement

recommendation



# 3 Steps **talk'D**



Dispute Resolution  
Automation



THAC Mediation

Congruent to THAC ODR  
Rules



**talkD**

**Trial Launch : 31<sup>st</sup> March, 2016**

**Grand Opening : 19<sup>th</sup> May 2016**



THANK YOU