

**UN Trade and Development Webinar:
Advancing consumer dispute resolution in the digital age**

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**The Future of Online Dispute Resolution for
Consumer Protection Agencies**

Presentation

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The Future of Online Dispute Resolution for consumer protection agencies

Introduction

Rapidly advancing technologies such as **blockchain, artificial intelligence, and chatbots** are fundamentally transforming Online Dispute Resolution (ODR), highlighting the need for continuous analysis and adaptation to effectively utilize their evolving features and address emerging risks and opportunities.

https://unctad.org/system/files/official-document/tcsditcinf2023d5_en.pdf

TECHNOLOGY AND THE FUTURE OF ONLINE DISPUTE RESOLUTION (ODR) PLATFORMS FOR CONSUMER PROTECTION AGENCIES



➤ Blockchain in ODR

A secure, transparent record-keeping system that could be useful for online purchase disputes.

- ▶ Smart contracts on blockchain could automate dispute resolution in a transparent manner, enhancing efficiency and trust
- ▶ Challenges include identifying an appropriate legal framework that enables consumer agencies to harness the benefits of blockchain, while also mitigating potential risks for consumers and other sectors.

➤ Artificial Intelligence (AI) in ODR

AI could automate routine tasks and analyze dispute data, aiding in efficient and consistent dispute resolution.

- ▶ Large Language Models (LLMs) can analyze dispute narratives and propose solutions based on historical data and legal reasoning.
- ▶ Integration of AI must address privacy, data security, and ethical challenges, ensuring fairness and justice in resolutions.

➤ Chatbots in ODR

Chatbots could assist consumers in the initial stages of ODR, helping with information gathering and directing them to appropriate resolution pathways.

- ▶ Advanced chatbots, utilizing technologies like LLMs, can process inquiries in multiple languages, enhancing accessibility and clarity.
- ▶ Implementation challenges include ensuring accuracy, safeguarding privacy, and using chatbots to support—rather than replace—human judgment and empathy in ODR

➤ Practical implications

Integrating emerging technologies into ODR requires an understanding of the legal, cultural, and policy differences worldwide.

- ▶ A phased, collaborative approach, particularly in cooperation with local legal experts, is essential for effective integration.
- ▶ It is crucial to address infrastructural challenges in developing countries to ensure widespread and effective implementation.
- ▶ Way forward...

Thank you

