

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

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**Advancing Consumer Dispute Resolution
In the Digital Age**

Presentation

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National Consumer Protection System

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consumidor.gov.br





Consumidor.gov.br is a free public service that allows direct communication between consumers and companies to resolve consumer disputes online.



Service

Consumidor.gov.br is a free public service that:

- ✓ Allows direct communication between consumers and companies to solve consumer problems;
- ✓ Provides the State with essential information for the development and implementation of public policies to protect consumers; and
- ✓ Encourages market competitiveness by improving quality and customer service.





 *consumidor.gov.br*

Availability of the Consumidor.gov.br app (Android and iOS).

Consumidor.gov.br also has an Application Programming Interface (API), that is a set of functionalities that allow systems to interact, contributing to the management of companies and managers.



Courses at the national school of consumer protection

INSCREVA-SE NOS CURSOS DA ENDC

Inscrições: 05/04 a 02/05

<https://www.defesadoconsumidor.gov.br/escolanacional>



CURSO
 **Consumidor.gov.br**
Para Empresas

Público-alvo:
Empresas participantes da
plataforma Consumidor.gov.br

 20 horas

CURSO
 **Consumidor.gov.br**
Para Órgãos Gestores

Público-alvo:
Procons, Ministérios Públicos e
Defensorias Públicas.

 20 horas

CURSO
 **Consumidor.gov.br**
Para Órgãos de Monitoramento

Público-alvo:
Ministérios Públicos, Tribunais
de Justiça, Procons,
Defensorias Públicas e
Agências Reguladoras.

 15 horas


Cursos gratuitos
e certificados
pela UnB!



How does it work?



The **consumer** registers the complaint;

The **company** responds;

The **consumer** evaluates;

Everyone monitors!

It's public, free and transparent!



General Data



Platform **Numbers**

8,134,356
Complaints have
already been completed

Received by
1,412
Accredited
Companies

*From January /2014 to April/2024



Platform Numbers

2023*

77,94%
SOLUTION

1,385,840
COMPLAINTS WERE FINALIZED



98%
Complaints Answered

6 days
Average response time

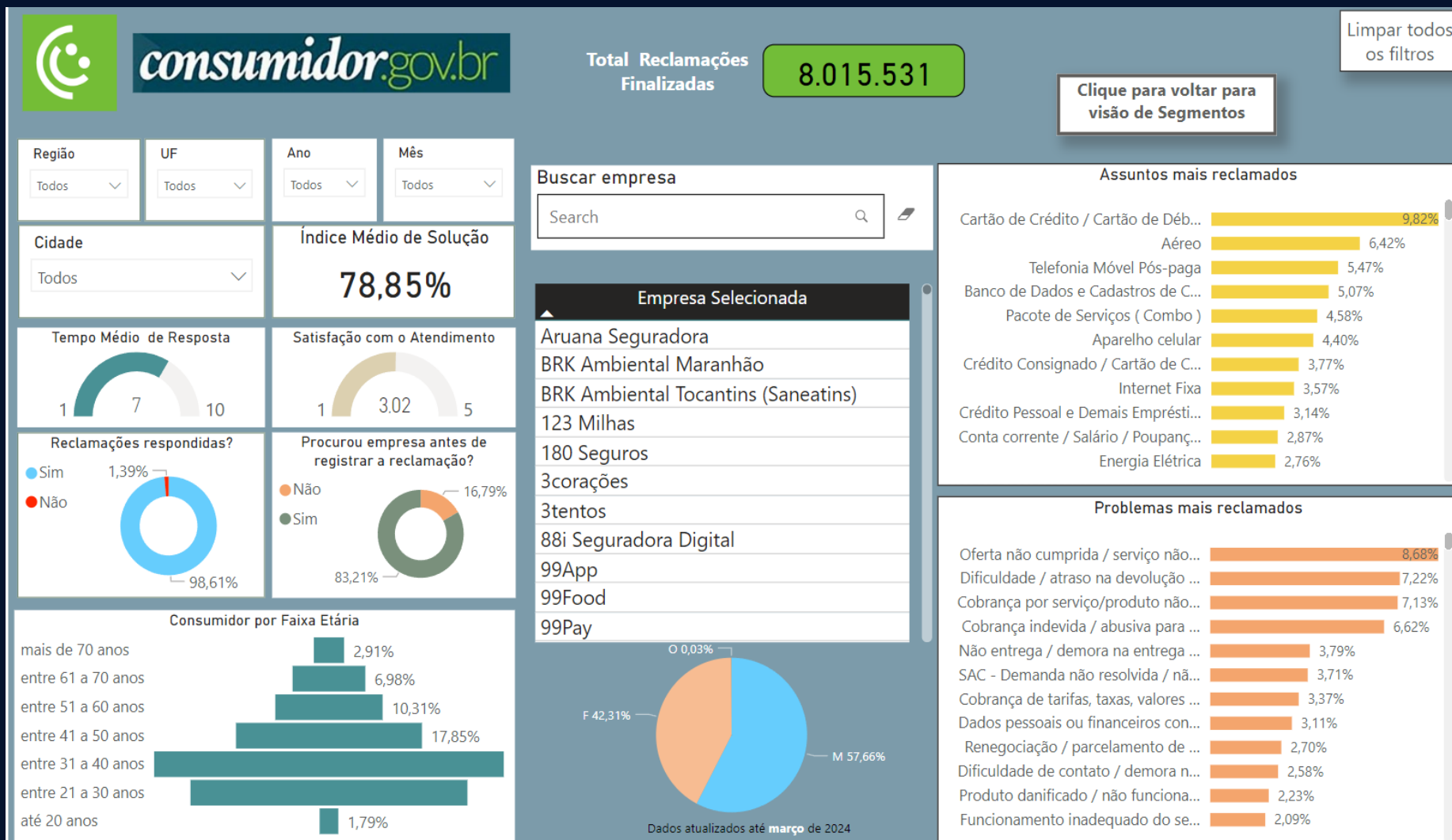


2.79
Average Consumer Rating

* From January to December 2023.



Statistical dashboard – 100% Public



Partnerships



National Consumer Protection System (SNDC)



Procons

Acre
Bahia
Carioca
Espírito Santo
Goiás
Mato Grosso
Paraná
Pernambuco
Rondônia
Santa Catarina
São Paulo

+ 91 Procons

Ministérios Públicos Federal – MPF

Bahia – MPBA
Ceará – MPCE – DECON CE
Espírito Santo – MPES
Goiás - MPGO
Minas Gerais – MPMG
Paraíba – MPPB
Paraná – MPPR
Pernambuco – MPPE
Rio de Janeiro - MPRJ
Rio Grande do Sul – MPRS
Santa Catarina - MPSC

Defensorias Públicas

Bahia – DPBA
Goiás – DPGO
Maranhão – DPMA
Mato Grosso do Sul – DPMS
Pará - DPPA
Rio de Janeiro - Nudecon RJ – DPRJ
Rio Grande do Norte – DPRN
Rio Grande do Sul - Nudecon RS – DPRS
Rondônia – DPRO
São Paulo - Nudecon SP – DPSP
Tocantins – DPTO



Judiciary

Cooperation between Senacon and Courts of Justice with the aim of encouraging the reduction and prevention of judicial disputes through the **Consumidor.gov.br** platform.

➤ Affiliated courts of justice:



Integration with the PJe – Partnership with the National Council of Justice (CNJ)

Integration with the PJe – Partnership with the National Council of Justice (CNJ) To reduce the judicialization of conflicts between consumers and companies, the Ministry of Justice and Public Security, through the National Consumer Secretariat (Senacon), and the National Council of Justice (CNJ) integrated the [Consumidor.gov.br](https://www.consumidor.gov.br) platform into the Electronic Judicial Process (PJe). The initiative aims to facilitate conciliation and mediation of agreements, without the parties taking action with the Judiciary.

With this new feature, users who file a lawsuit against one of the companies registered on the platform will be able to attempt online negotiation, without this delaying or interfering with the progress of the legal process.

It works like this: when filing an action with the PJe involving a Consumer Law issue in the Special Court, with or without a lawyer, the user will be asked if they are interested in trying to resolve the conflict through the [consumer.gov.br](https://www.consumidor.gov.br) platform. If you show interest, the data registered when starting the process will be used both to form your complaint on that platform and to automatically generate an initial petition within the PJe.



Monitoring

Regulatory Agencies and others



Future Planning



BI Dashboard – More features and management tools



Webinar Questions




What Keys features make this platform so effective?

I believe that what makes this platform so effective is everyone's participation. To achieve this, here are our challenges:

- 1) We must provide a reliable, accessible and user-friendly system;
- 2) Encourage consumers to always be aware of their rights, offering courses aimed at consumer protection;
- 3) Promote the platform and encourage consumers to be more active and participatory;
- 4) Monitor and follow up the companies conduct on the platform;
- 5) The companies themselves end up promoting the platform by competing with each other;
- 6) We have external bodies that use the platform as a work tool, monitoring and helping to control the platform. For example, the National Civil Aviation Agency (ANAC) uses the platform officially, monitoring consumer complaints against aviation companies.





For consumer protection agencies starting their own dispute resolution platforms, what are the essential factors to ensure effectiveness and build consumer trust?

In addition to what was said previously, it is very important to create a dialogue with consumers and be very close to companies, building a healthy and collaborative partnership.

For the system to work, it needs to be sustainable. We need that the parties involved are actually included in their due competencies and responsibilities.

The consumer needs to be active and interested. The company must want to resolve the complaint. The government must prioritize consumer protection.

Over time, the system itself will advertise itself, meaning consumers will want to use it and companies will want to be part of the platform too.





consumidor.gov.br

Thank you!

Alexandre Shiozaki

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