

# ONLINE DISPUTE RESOLUTION (ODR) IN BRAZIL

The *Consumidor.gov.br* platform

5-6 September, Tokushima, Japan

**SENACON/MJSP**

National Secretariat for Consumer Affairs  
Ministry of Justice and Public Security

MINISTÉRIO DA  
JUSTIÇA E  
SEGURANÇA PÚBLICA





**Consumidor.gov.br** is a public alternative consumer dispute resolution platform that allows direct dialogue between consumers and companies to solve consumption conflicts over the internet.



 **consumidor.gov.br**

*Empowerment, Transparency and Competitiveness*

- 1) The service allows **direct communication** among consumers and providers for troubleshooting consumption disputes;
- 2) It provides **essential information to the government** to develop and implement public policies for consumer protection;
- 3) It encourages **competitiveness** in the market by improving products, services and quality of customer service.



How does it work?

# Focus on Trust and Dialog

The **consumer** registers the complaint;

The **company** answers;

The **consumer** evaluates it - citizen empowerment;

All **actors** monitor

It's free, public and transparent!

Voluntary participation and commitment with  
the solution

SLOGAN: "It's yours. It's easy. Take part."



- Less information asymmetry
- Problems solved in less than 10 days
- Positive marketing

➤ Seal (in development):







# Results



# NUMBERS of the Platform



**2 million**  
concluded complaints



Received for  
**538**  
companies  
registered

Period: June, 2014 – June, 2019



in **Numbers 2018**

**81%**  
Complaint Resolution index



**99,3%**  
Answered  
Complaints



**6,7 days**  
Average Answer Time



**609k**

Concluded Complaints

\*In 2018

\*\* 357k: from January to June 2019

**3,3**

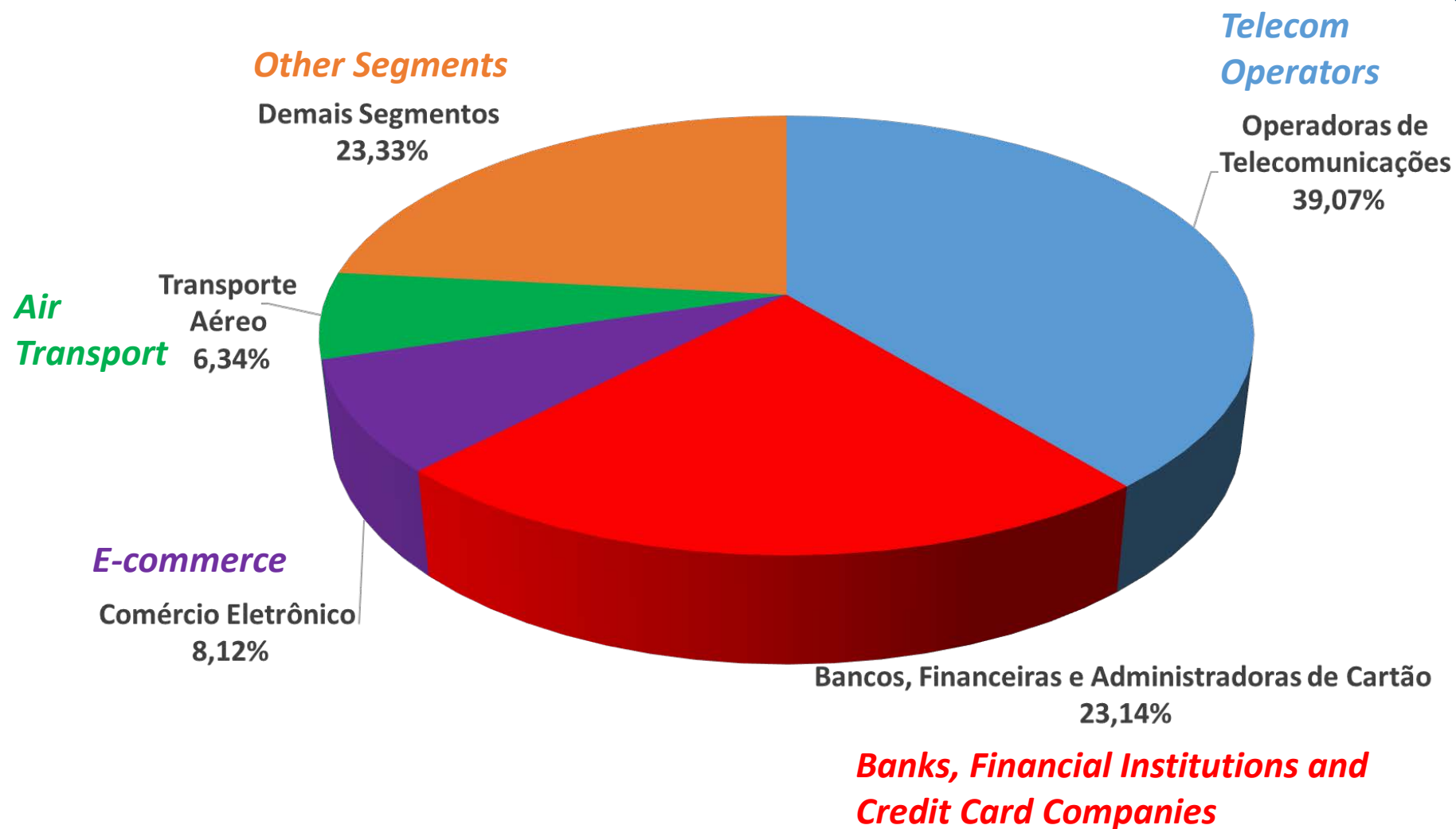


Average Consumer  
Evaluation





# Percentage of complains by Area



\*From January to July of 2019

**Thank You!**

**Obrigado!**

**Arigatō!**  
**ありがとう**



**consumidor.gov.br**

É seu. É fácil. Participe.

