



**Asia-Pacific  
Economic Cooperation**

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## **Online Dispute Resolution – Capacity**

Submitted by: FairWay Resolution



**Stocktake Workshop on the Strengthening  
Economic Legal Infrastructure Online Dispute  
Resolution Work Plan  
Santiago, Chile  
2-3 March 2019**

# Online Dispute Resolution

## Capacity

**FOR:**

APEC ODR Workshop  
Santiago, Chile

**PRESENTED BY:**

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# Capacity - through three lenses

Within the context of this discussion capacity needs to be considered across:

1. Technology – capacity of the technology provider to meet current and future demands
2. Provider – capacity of providers to ensure the service, neutral capability, and customer experience is seamless
3. Market – capacity of the market to accept the change promoted by the technology and provider

## Capacity

# Technology

- Use an expert where an expert is needed
- Proven and credible with relevant experience
- Demonstrable capability
- Real insights and examples in the market
- Supporting customer feedback

## Capacity

# Provider

- ADR companies are not technology experts
- Technology companies are not ADR experts
- Users expect a seamless service / process
- One without the other risks CX falling short
- The intersection is where value is created

## Capacity

# Market

- A good idea without a corresponding market  
...is just an idea
- Market acceptance seldom occurs by accident
- It comes from an understanding and belief  
in the value provided
- Enabling a market to follow requires  
leadership

## Previous examples...



The timing and race winner of the first ATM is a disputed point between Barclays London and the Chemical Bank.

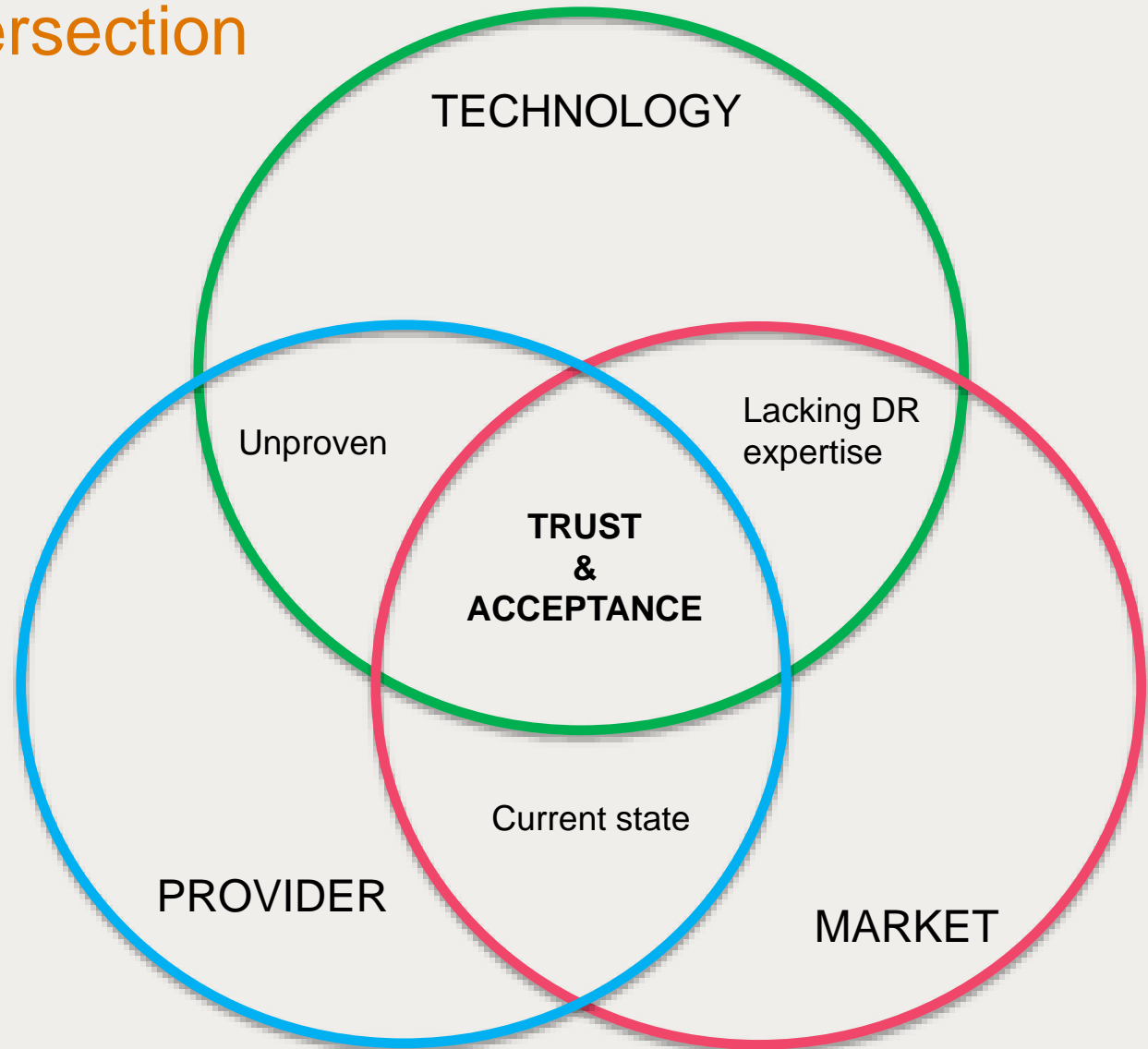
Regardless, their decision to disrupt their own market is likely to have been informed more by considering the future needs of their customers (the market), than by a staff survey asking their tellers what the future should hold.



Similarly, Henry Ford the founder of the Ford Motor Company is claimed to have said “If I had asked people what they wanted, they would have said faster horses.”

I doubt Henry Ford believed he would sell a car to every horse owner on day one. Those less confident to drive are likely to have generated **trust** from seeing the benefits derived from those who were early adopters of the new concept...

# Capacity intersection





# Thank you

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