

Using Technology to Manage High Volume Caseloads: The eBay/PayPal Experience

Colin Rule

Director of Online Dispute Resolution, eBay/PayPal

Washington, DC November 1, 2010



What is ODR?

Online Dispute Resolution (ODR) is the use of information and communications technology to help disputants find resolution to their issues.



ODR Systems Around the World



**Water
resource
issues in BC**

**Patient
grievances at
Walter Reed**

**Consumer
disputes in
Buenos Aires**

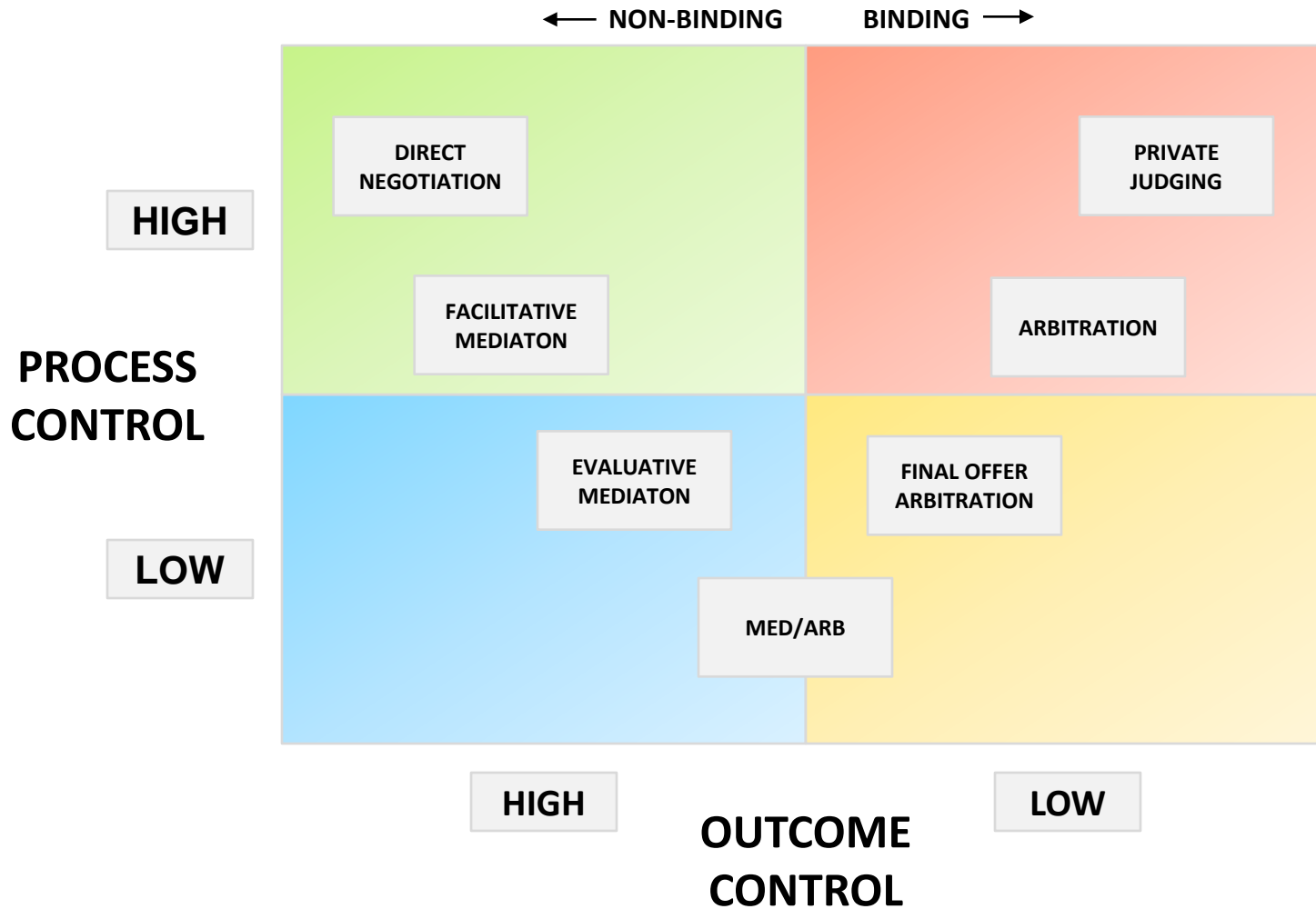
**Domain name
disputes at
WIPO**

**Microfinance
issues in
Chennai**

**Commercial
disputes in
Beijing**

**Small claims
disputes in
Manila**

F2F Resolution Type Matrix



Online communication types

ASYNCHRONOUS

emails

discussion boards

chats

instant messaging

audio conferencing

video conferencing

SYNCHRONOUS

Most Common ODR Types



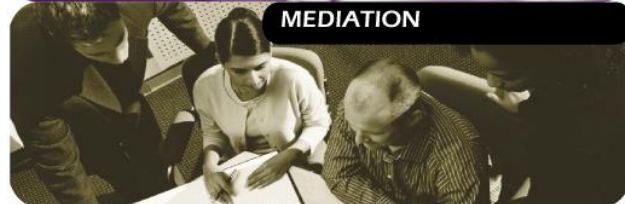
Problem Diagnosis

An automated process that provides buyers and sellers key information and sets reasonable expectations



Direct Negotiation

A tool that enables disputants to communicate directly through a web forum in an attempt to reach agreement



Mediation

A process in which an impartial third party joins the discussion between the disputants to help them find resolution



Evaluation

The endpoint for ODR, where a neutral hears both sides of the dispute and then renders a decision that is binding on both sides

ODR Advantages

- Efficiency / Convenience
- Cost savings
- Participant Satisfaction
- Cooling Distance
- Asynchronous interaction
- Pre-communication re-framing
- Concurrent caucusing
- Archived communication
- Automated procedures (the “fourth side”)



Resolving Disputes
on eBay and PayPal

eBay is big

**More than 250
million users**

**More than 5 billion
feedbacks left**

**>1 billion items listed on
the site each year**

**If eBay users were counted as citizens, eBay
would be the 5th largest country in the world**





eBay's Caseload

**More than 60 million
disputes per year**

**90% resolved entirely
by software**

**Majority of cases
resolved amicably**

Much like a civil justice system for a virtual nation

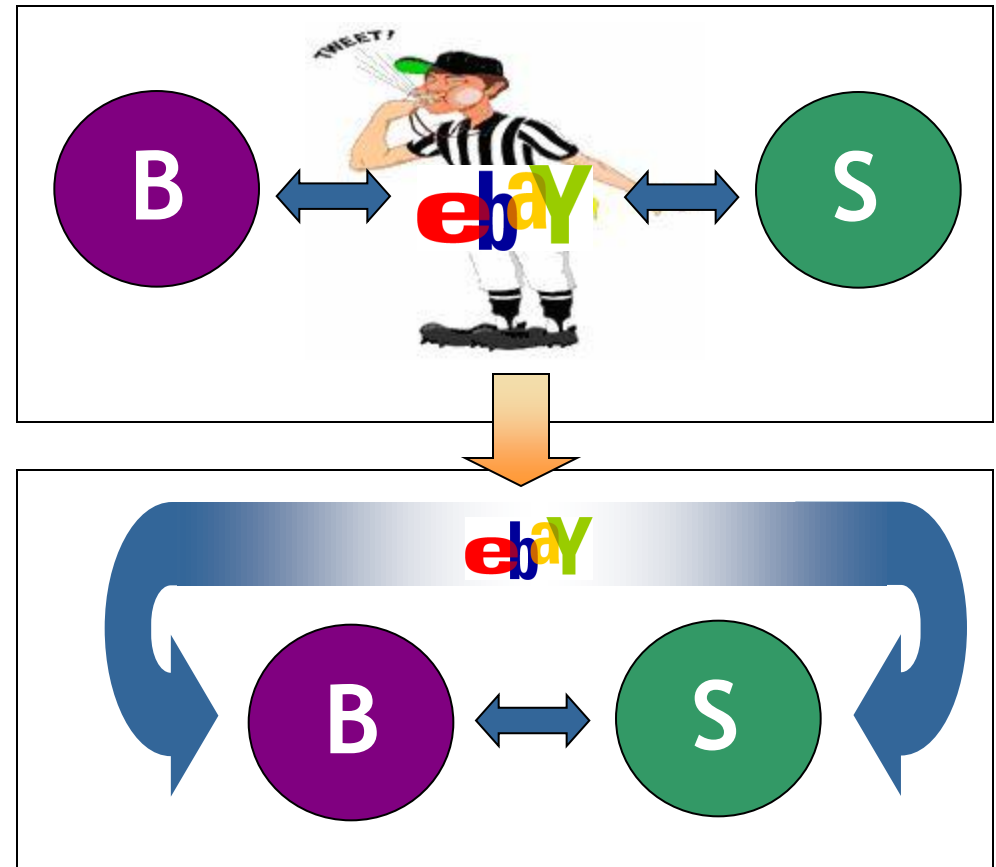
eBay's role is unique

eBay sells nothing

eBay buys nothing

eBay holds no inventory

eBay has no product,
other than the website



eBay's job is to ensure that the marketplace continues to run smoothly – as such, eBay is a third party convenor

File a dispute



My Account

Send Money

Request Money

Merchant Services

Auction Tools

Products & Services

Overview

Add Funds

Withdraw

History

Resolution Center

Profile

Resolution Center

Report a problem

- ▷ Didn't receive your item?
- ▷ Received the wrong item?
- ▷ Don't recognize a payment?

[Dispute a Transaction](#)

Tips for buyers

- [PayPal can help you resolve problem transactions](#)
- [Tutorial: How to dispute a transaction](#)

Tips for sellers

- [Communicating with your buyer](#)
- [Understanding chargebacks](#)
- [Tutorial: How to respond to a transaction problem](#)

Resolution Center cases

View: ▾

Date	Case	Type	Other party	Details	Updated	Status	Action
------	------	------	-------------	---------	---------	--------	--------

- You don't have any open cases -

File a dispute: step 2

**My Account**

Send Money

Request Money

Merchant Services

Auction Tools

Products & Services

Overview

Add Funds

Withdraw

History

Resolution Center

Profile

Resolution Center - Open a dispute

Have a problem with a transaction? We encourage you to contact the seller directly by opening a dispute in the Resolution Center within 45 calendar days of payment.

Reasons for opening a dispute:

- You paid for your item, but you haven't received it.
- You received an item that is significantly different from the seller's description.

Most disputes can be resolved through direct communication. If you're unable to resolve the problem, we can help. You can ask us to investigate the transaction by escalating the dispute to a PayPal claim.

[How does the dispute process work?](#)

Enter transaction ID

Transaction ID:

File a dispute: step 3

[My Account](#)[Send Money](#)[Request Money](#)[Merchant Services](#)[Auction Tools](#)[Products & Services](#)[Overview](#)[Add Funds](#)[Withdraw](#)[History](#)[Resolution Center](#)[Profile](#)

Review Transaction and Seller's Message

If you are opening a dispute because you have not yet received the item, we suggest that you allow some additional time for shipping because this is a cross-border transaction. You might consider checking with customs to make sure that your package is not being delayed.

Please review the details of the transaction and indicate the reason for this dispute.

Message from Your Seller

Dear valued customer, Please talk to me before you open the dispute. I'm happy to assist you in case of any issues with the items that you bought from me. Please find my contact details below. Gopal, Srinivasan 2211, N 1st Street, San Jose, CA. W: [US +1 4089675539](tel:+14089675539) [Call](#) . Best, Gopal.

Transaction Information

Transaction ID: [9HY39260VA233414M](#)

Seller Name & Email: Geanekos Cafe Catering, vijay@paypal.com

Transaction Amount: -\$33.00 USD

Transaction Date: Aug. 8, 2008

I'm opening this dispute because:

I haven't received my item.

I received my item, but it is significantly not as described. For example:

- The item was damaged or defective.
- The box was empty.
- The order was incomplete.

[Continue](#)[Cancel](#)

File a dispute: step 5

PayPal

My Account | Send Money | Request Money | Merchant Services | Auction Tools | Products & Services

Overview | Add Funds | Withdraw | History | Resolution Center | Profile

Provide Additional Information

Please provide some additional information about the transaction. In the text box below, let the seller know why you are opening this dispute. Be as specific as possible about the problem and let the seller know how they can help you by providing some options for resolution.

How was the item significantly not as described?

Damaged

Externally damaged
For example:

- Scratched, cracked, chipped, ripped, or dented
- Stained

Internally damaged
For example:

- Doesn't power on
- Doesn't function properly

Fake

Copy of original
For example:

- Bootleg or pirated copy
- Photocopy

Imitation
For example:

- Counterfeit handbag, clothing, watch

Missing parts that prevent item from being used
For example:

- Missing computer processor or motor

Missing items
For example:

- You ordered 12 units but received 6

Other

Shipping cost issues

Sales tax issues

Materially Different

Entirely different item
For example:

- You ordered a book but received a brick

Different design or material

Different model, version, or size
For example:

- Incompatible operating system
- Motorcycle engine v. automobile engine
- Shoes too small to wear

Less valuable substitute

Significant color difference

Slight color difference

Used when described as new
For example:

- Original listing said it was "new" or "mint"

Unusable

Ruined food or plants
For example:

- Spoiled food
- Dead or wilted plant

Time-sensitive item arrived late
For example:

- Concert ticket

What is the category of your purchase?

Home/Consumer Electronics

Compose Message to Seller
Your message will be shown to the seller in the Resolution Center. All messages will be stored by PayPal.

There are missing parts in the shipment. Want to ask for some money back. Wrong model too.

1910 characters left

Request a refund (optional)
You can request a refund to close this dispute. If Bits and Bytes Computers agrees to the refund, the dispute will be closed once the refund has been processed.

Your payment to Bits and Bytes Computers was \$50.00 USD.

I would like to request a refund of \$15.00 USD

File a dispute: step 6

[My Account](#)[Send Money](#)[Request Money](#)[Merchant Services](#)[Auction Tools](#)[Products & Services](#)[Overview](#)[Add Funds](#)[Withdraw](#)[History](#)[Resolution Center](#)[Profile](#)

Your dispute is open

Thank you. We'll email you when the seller responds.

Your dispute will automatically close on Apr. 9, 2013 unless it is escalated to a PayPal claim.

By escalating to a claim, you'd be asking PayPal to review the case and decide the outcome. We'll email you a reminder before the dispute automatically closes.

To learn more about the PayPal Dispute Resolution process, review our step-by-step [Resolution Center tutorials](#).

[Go to Resolution Center](#)

Finding open cases (buyer and seller)



My Account

Send Money

Request Money

Merchant Services

Auction Tools

Products & Services

Overview

Add Funds

Withdraw

History

Resolution Center

Profile

Resolution Center

Report a problem

- ▷ Didn't receive your item?
- ▷ Received the wrong item?
- ▷ Don't recognize a payment?

Dispute a Transaction

Tips for buyers

- [PayPal can help you resolve problem transactions](#)
- [Tutorial: How to dispute a transaction](#)

Tips for sellers

- [Communicating with your buyer](#)
- [Understanding chargebacks](#)
- [Tutorial: How to respond to a transaction problem](#)

Resolution Center cases

View: Open Cases

Date	Case	Type	Other party	Details	Updated	Status	Action
3/20/2013	PP-000-645-381	Not as described Dispute	Bits and Bytes Computers	-\$50.00 USD	3/20/2013	Open	View
3/9/2013	PP-000-645-373	Non-receipt Dispute	Bits and Bytes Computers	-\$10.00 USD	3/9/2013	Open	View

Dispute details page: buyer


[My Account](#)
[Send Money](#)
[Request Money](#)
[Merchant Services](#)
[Auction Tools](#)
[Products & Services](#)

Not as described dispute - #PP-526-086-266

Status

We encourage you to use the Resolution Center to communicate directly with Donna Ketchin to resolve this problem.

You or Donna Ketchin can ask PayPal to investigate by escalating this dispute to a claim anytime before **8/30/2008 17:52 PDT**.

Messages

else for that matter. Therefore I am asking for a full refund.
 Haven't left my feedback on eBay yet and will wait after we reach an agreement here.
 Thanks,
 Chris

Xin Wang requested a \$56.10 USD refund. 8/10/2008 17:52 PDT

For security reasons, you'll automatically be logged out in 10 minutes, 22 seconds. To avoid losing your message, copy it to a separate document before you are logged out.

More options

- [Escalate this dispute to a PayPal claim](#)
- [Close this dispute](#)

[Back to Resolution Center](#)

Transaction #19982897630971143

-\$56.10 USD
 7/21/2008 00:36 PDT

Donna Ketchin
 donnasneatstuffs@comcast.net

eBay Item(s):
[#310068831438](#)

Shipping address
 Chris W

2211 North First St
 San Jose, CA 95131
 United States

USPS tracking #
[9102785091401657943920](#)

Learn more:

- [PayPal protects your purchases](#)
- [Tips for online shopping](#)
- [Buying safely](#)

Seller responds



[My Account](#) | [Send Money](#) | [Request Money](#) | [Merchant Services](#) | [Auction Tools](#) | [Products & Services](#)

Not as described - Claim - #PP-001-011-237

Status

Your buyer has reported a problem with this transaction and we have opened an investigation into this transaction. Please respond to this claim by **Aug. 3, 2008**.



How would you like to respond?

- Issue the buyer a full refund.
- Provide the buyer a full refund if the package is returned.
- Offer the buyer a partial refund in an attempt to close this claim.
- Provide proof that the buyer has already been refunded.
- Disagree with claim. I would like to provide additional information.

[Continue](#)

What happens next

Once we receive your information, we'll continue our review of this case. If we don't hear from you, your case will be decided in the buyer's favor.

Supporting documents

Files (0)

You haven't submitted any files.

Faxes (0)

You haven't submitted any faxes.

[View dispute comments](#)

[View case history](#)

[Back to Resolution Center](#)

Transaction

[#6P651821MV395264B](#)

\$5.00 USD
Jul. 24, 2008

James Moore
lvenkit-nht1@paypal.com

eBay Item(s):
[#2926937232](#)

Shipping address
James Moore
196736 Hillside Court
Santa Monica, CA 90401
United States

Learn more

- [Tips to sell securely](#)
- [Communicating with your buyer](#)
- [Resolving issues](#)



Fax Cover Sheet

Fax Cover Sheet to Prove Refund Outside of PayPal

Please print this cover sheet and fax it with your other documents. We will send an email to you at qa5-seller@paypal.com to confirm that we received your documents as soon as the fax enters our system.

Fax ID:	18E74339VT303562N	Case #:	PP-000-608-784
To:	PayPal Disputes Department	From:	Rodriguez, Anthony
Fax:	402-537-5755	Phone:	<input type="text"/>
Re:	Proof of Refund	Date:	Aug. 5, 2007
Pages:	<input type="text"/> (including cover page)	Email:	qa5-seller@paypal.com <input type="text"/>

(enter a new email if the one listed is outdated)

Comments: (700 character maximum)

Characters left:

[Print Page](#)

[Go to My Account](#)



Attack: Case Management Tool

The screenshot displays the Case Management Tool interface with several key sections:

- Case Info:** Case ID: PP-000-240-547, Date Created: 09/24/2003 03:25 PM, Status: Open, Root Cause: Buyer Complaint - PBP (circled in red).
- Transaction:** ID: 5A978353WH596091J, Amount: -\$5.00 USD, Status: Successful, Transaction Date: 09/24/2003 03:18 PM.
- Category of Product:** Home/Consumer Electronics, Purchase Location: Ebay, Protection Type: PBP (circled in red), Reason for Dispute: Not as Described.
- Buyer Note:** olkj;lk (circled in red).
- Score:** 30 (circled in red).
- Associated Users:** Bobby Montecino <ghan-pbpbuyer1@paypal.com>, Account #: 1688041360315303752 (Personal), Address: 52405 West 59th Street Columbia, MD 21045.
- Case History:**

User	Activity	Date	Note
batch_actor	Email To: wchai-pbpseller3a-030918@paypal.com	10/02/2003 08:50 AM	
batch_actor	ComRes SNAD Disagree	10/02/2003 08:50 AM	
batch_actor	Seller Disagrees	10/02/2003 08:50 AM	
batch_actor	Email To: ghan-pbpbuyer1@paypal.com	10/02/2003 08:50 AM	
batch_actor	PBP Shipback: Seller Destination Address field changed fro...	10/02/2003 08:50 AM	
batch_actor	Seller Resolution field changed from 'No Response' to 'Disag...	10/02/2003 08:50 AM	
- Resolution Form:** Seller Resolution: Disagree, Refund Provided: Undetermined, Internal Outcome: None, Shipping Company: None.

Transition this case...

- Transition this case...
- Request Add'l Info
- Cancel Complaint
- Grant Claim (SNAD)
- Request Notice Fax
- Not Worth Re-view Time Agent Payout
- Deny Claim (SNAD)

Step 1 of 1
Choose how the SNAD claim should be granted. After completing this step please refresh your case.

What to do: Enter the source of refund, the item shipping destination, the reason for the choice and additional notes.

Reason: Seller Listing Misrepresented Item

If Other: _____

Source of Refund: Seller

Buyer returns item to: Seller

Notes: Agent documents why he granted claim.

OK Cancel

- Workflow triggered by buyer/seller actions in the Service Center or by agent actions in Attack

[LOG IN](#)

NETNEUTRALS.COM

An Innovative Approach to Dispute Resolution

NetNeutrals.com is an Online Dispute Resolution (ODR) program, an innovative way to manage disputes or disagreements online.

NetNeutrals.com helps consumers and businesses quickly resolve disputes with its simple three step process and convenient online forum. A trained, neutral third party decision maker reviews comments from the involved parties and applies standard guidelines to make a determination. NetNeutrals.com emails the decision directly to you.

Consider some advantages of NetNeutrals.com

Fairness

NetNeutrals.com reviews both sides of the story before making a decision. You can be sure that you're being heard.

Professionalism

NetNeutrals.com's Independent Reviewers are selected from a pool of trained, experienced decision makers located throughout the United States. The reviewers carefully consider all the information submitted and use standard criteria to provide the basis for each decision.


Convenience

Because NetNeutrals.com is done completely online, you can manage your claim anywhere and any time. Whether you're at work or at home, with NetNeutrals.com you can participate at your convenience 24 hours a day.

Fast Results

Some dispute resolution processes take months to complete and court proceedings drag on for years. NetNeutrals.com offers a speedy alternative so you can move forward.

The Community Court

Sign inBuy Sell My eBay Community HelpCommunity Court Help


Search Advanced Search

Categories Motors Express Stores

Home > Community Court

Community Court - keeping feedback fair

eBay's Community Court lets you appeal against any unfair negative feedback you've received.



Start appeal
Write a statement about why you think the negative feedback you've received is unfair.

Collect views
The person who left you feedback is asked to justify their comments.

Jury voting
A group of 100 eBay members vote on whether your feedback should be removed or not.

Final decision
If they vote in your favour, eBay will remove the feedback from your account.

Find out more

How does Community Court work?

Community Court is powered by the eBay Community. Ordinary members of eBay make decisions about whether feedback is fair.

Who is on the jury?

The jury are all experienced members of eBay who are capable of judging the fairness of the feedback. We have set minimum criteria to join the jury.

Answers to more questions

Sign in to use Community Court

You need to sign in to appeal against feedback or to defend feedback that you have left. Click on the "Sign in" link at the top of this page using your ebay username and password.

Click on Sign in as juror link to sign in as a juror and vote on a case.

Lessons from eBay/PayPal's Experience

- Accessibility / Easy Discoverability
- Automation
- Outcome vs. Time to Resolution
- Technology-Assisted Negotiation
- Participant Satisfaction
- Quick Enforcement
- Learning Systems
- User Feedback

Conclusions

- ODR is the future for resolving high volume caseloads
- Systems have proven they can scale
- ODR tools continue to improve
- Today's ODR will look primitive in 5-10 years
- System designers should be aware of ODR tools and techniques

Resources

The National Center for Technology and Dispute Resolution: <http://odr.info>

The UN Working Group on ODR:
<http://www.odr2011.org>

UNCITRAL ODR Colloquium:
http://www.pace.edu/page.cfm?doc_id=35749

ADR Cyberweek:
<http://www.odr.info/cyberweek.php>

Colin Rule

Director of Online Dispute Resolution, eBay/PayPal

crule@ebay.com

408-967-9111