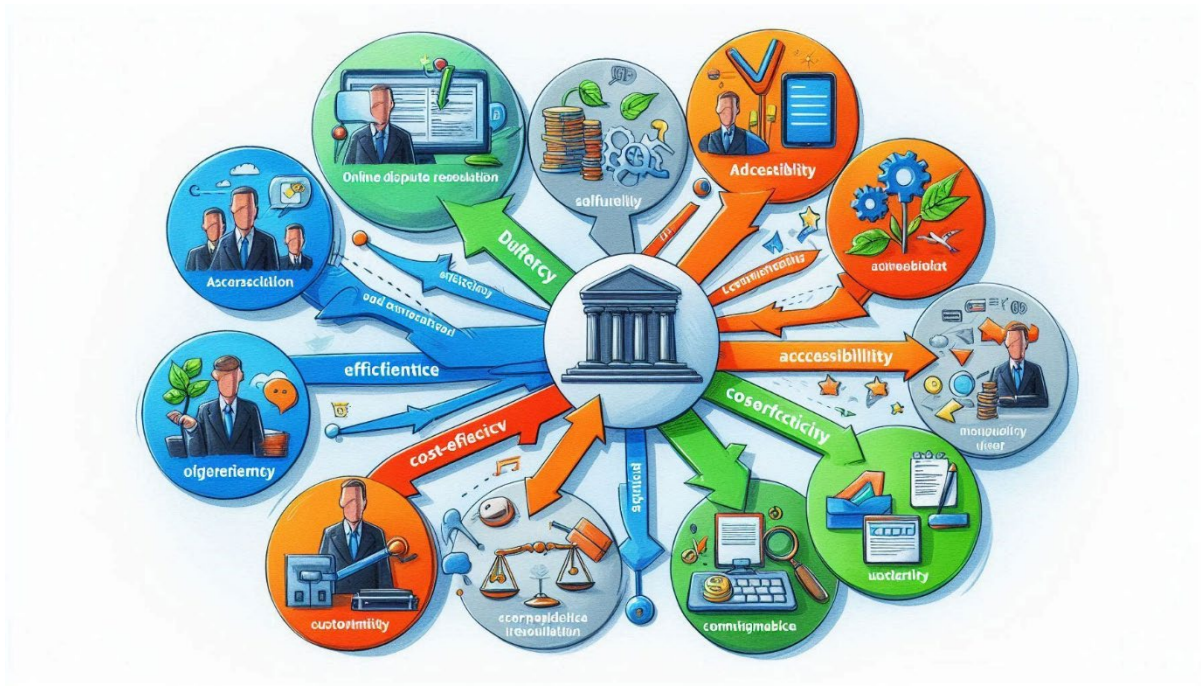


## Benefits of Online Dispute Resolution (ODR) Platforms



1. **Cost-Effective:** ODR platforms reduce the costs associated with dispute resolution, making it a more affordable option compared to in-person alternative dispute resolution and litigation.
2. **Efficient:** ODR platforms eliminate time barriers, allowing parties to exchange documents and replies instantly online<sup>1</sup>. This leads to quicker resolutions, especially beneficial when regular courts have heavy case backlogs.
3. **Flexible:** ODR platforms do not require physical presence, providing unprecedented flexibility<sup>1</sup>. Parties can participate from anywhere in the world, provided they have an internet connection<sup>2</sup>.
4. **Involvement and Influence:** ODR platforms reduce face-to-face influence and biases, ensuring a fair and unbiased process<sup>1</sup>.
5. **Confidentiality:** ODR platforms can maintain the confidentiality of the dispute and the parties involved<sup>1</sup>.
6. **Legal and Enforceable Orders:** ODR platforms can provide legal and enforceable orders within a suitable time, benefiting both individuals and corporates<sup>1</sup>.
7. **Accessibility:** ODR platforms are easily accessible, making it easier for customers to engage and avoid unnecessary escalation of complaints<sup>3</sup>.

While ODR platforms offer significant benefits, it's essential to address potential challenges such as security concerns, the digital divide, and the lack of personal interaction to fully realize their potential<sup>4</sup>.