

Challenge statement

- 1) Forbruger Europa (European Consumer Centre Denmark) would like to explore how new digital solutions can help gather better, more structured, data from consumers about their complaints. This could involve guiding them to a custom pathway based on automatically classifying the kind of complaint they've made (e.g. flight delay, car rental issue) and novel interfaces for gathering data (e.g. chatbot / dynamic forms).
- 2) Forbruger Europa would also like to investigate how new digital solutions can help triage and upgrade user experience in consumer complaint cases. More specifically, there is a need for creating a rules engine or other structure to automate, or semi-automate, responses to certain categories of complaints, improving operational efficiency.

Full Description

Context

Forbruger Europa guides and assists Danish consumers in cross-border issues, hereunder when the consumer has a specific complaint against a trader in another EU country. This could be, for example, if the trader denies the consumer compensation due to cancelled flight or if a car hire company draws extra amounts on the consumer's credit card without stating why.

Forbruger Europa is part of a European network (European Consumer Centres Network or ECC-Net) with offices in each EU country as well as in Norway and Iceland. In Denmark, Forbruger Europa is part of The Competition and Consumer Authority. In 2018 Forbruger Europa received approx. 1,000 complaints and 2,000 other requests from consumers which was handled by lawyers.

The ECC-Net does not make decisions in the complaints cases, but tries to settle them in conciliation. If this fails, the ECC-Net will instead advise the consumer on alternative options for having the case tried by a complaint board or court.

Today, much of the information and data needed to give consumers the correct triage and complaint handling is only available to the lawyers after having e.g. requested additional information from the consumers, searched through knowledge databases and/or having consulted with colleagues in other EU-countries.

The technical

Forbruger Europa - as well as the rest of the ECC-Net - uses a JIRA based case handling system provided by the European Commission. Today, consumer complaints from Danish consumers are received via a standardized online complaint form provided by the JIRA system. However, it is possible to use customized complaint forms with integration to the JIRA system. Other requests and questions from Danish consumers are received via various channels – phone, chat, e-mail and Q&A forum – and manually entered into the JIRA system by the staff.

The JIRA system is only introduced in the Network a year ago. This means that historical data from Forbruger Europa's case-handling in the previous years is available from another system – Public 360°.

Business case/opportunity

The solution we are requesting is to be used by Forbruger Europa in Denmark. However, the solution will, if successfully implemented in Denmark with proven efficiency gains, potentially be of interest to the 29 other ECC-Net centers, which are linked to the same case-handling system. In addition, a solution that can ensure new and more effective triage of consumer complaints with a minimum of assessment from lawyers, will probably be of relevance to other complaint boards and Alternative Dispute Resolution bodies (ADRs) dealing with small amount complaints in Denmark as well as in other countries.