

"Building Trust" Starts with Complaint Handling

EC Network is launched as the only ADR of E-commerce in Japan



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<http://www.ecnetwork.jp/en>

Background and Outline of EC Network

★ Established in April of 2006, Tokyo.

←took over the result of [ECOM/ADR pilot project](#)

★ Mission . . . to promote best practice and build market confidence

- by supporting consumers who have complaints about EC transactions including cross-border cases
- by supporting EC merchants in the area of improving customer satisfaction
- by providing ADR service as a neutral party

★ Organization . . . A private, non-profit corporation

- 12 corporate members . . . Major IT companies (NEC, Nifty, NTT DoCoMo, KDDI, Rakuten, etc.), and SMEs
- 36 supporters . . . Ministry of Economy, Trade and Industry (METI), industry organizations, lawyers, scholars, consumer experts, etc.



Complaint Form for Consumers Outside Japan

File a complaint / EC Network

ファイル(E) 編集(E) 表示(V) お気に入り(A) ツール(T) ヘルプ(H)

戻る 検索 お気に入り

アドレス http://www.ecnetwork.jp/en/public/fileacomplaint.php

Site map | Privacy statement | Inquiry

EC Network

Home > File a complaint **File a complaint**

Note: (*) are required input

About yourself

First name *

Last name *

Country or region * --Select Country--

Your address(Line 1)

Your address(Line 2)

Sex * Male Female

Occupation

E-mail address *

Primary telephone ext.
XXX-XXXX-XXXX

About the company

Name of company *

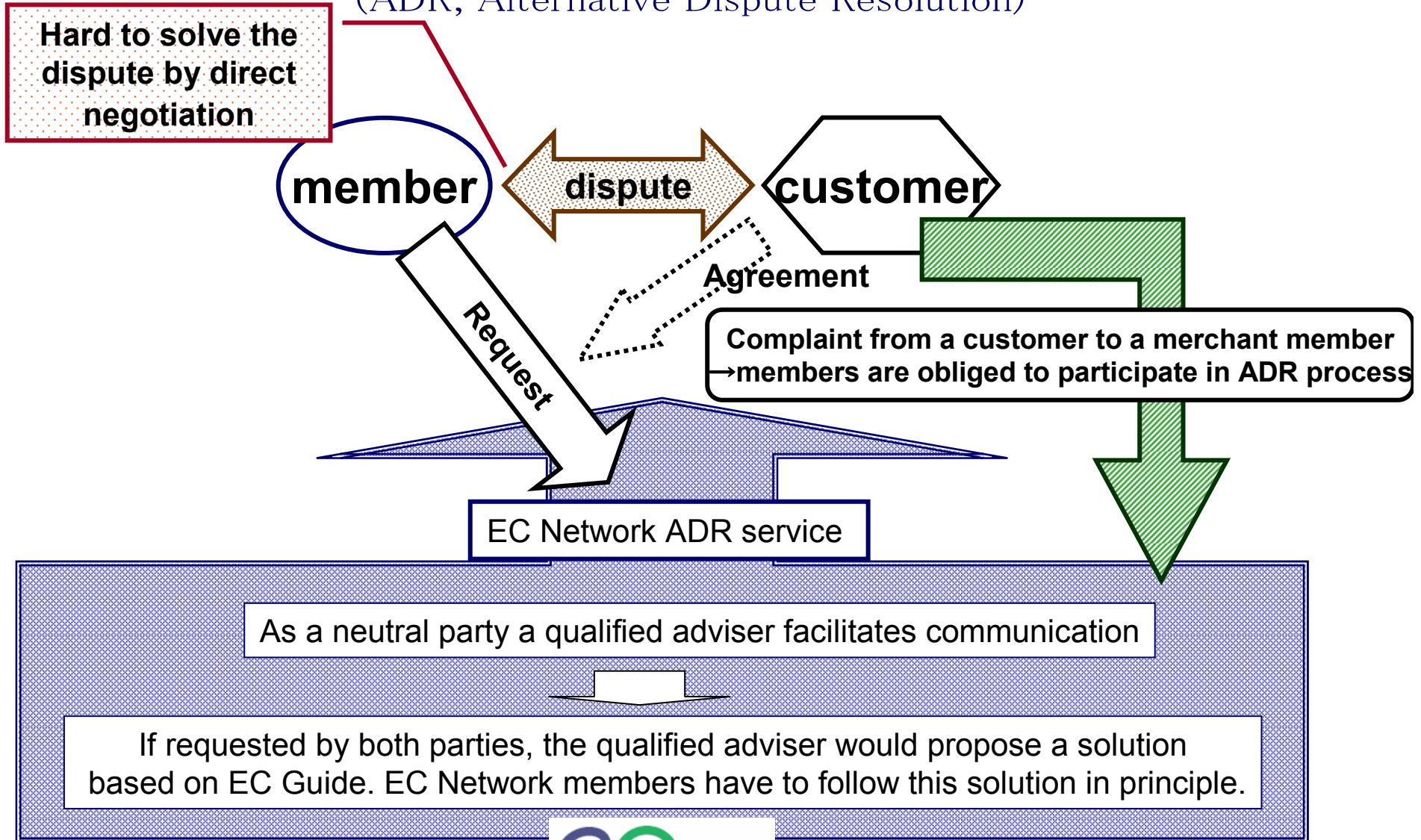
Company e-mail address *

ページが表示されました インターネット

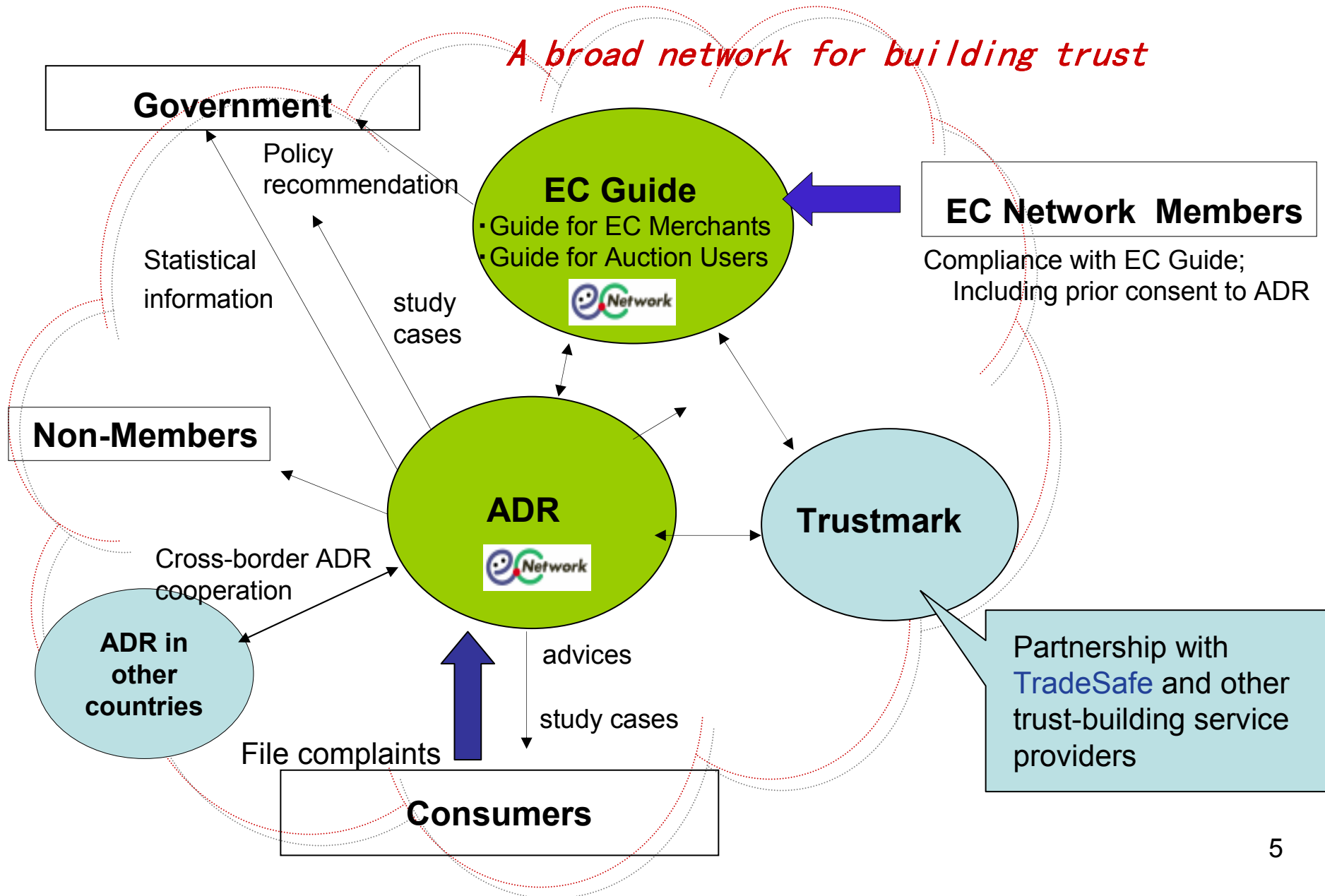
スタート 受信トレイ - Outlook ... 3 Windows Explorer EC Network061020.ppt 18:55

ADR service

(ADR; Alternative Dispute Resolution)



Basic Structure and Future Vision



Key Issues

1. Acceptance by the market
 - Need more member companies, especially SMEs
 - Consumers' trust
2. Linkage with Government policy
 - Law enforcement
 - interpretation/guideline of the law
3. Global cooperation
 - Cross-border ADR
 - Contributing to trust-building at a global level

Thank you!

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