

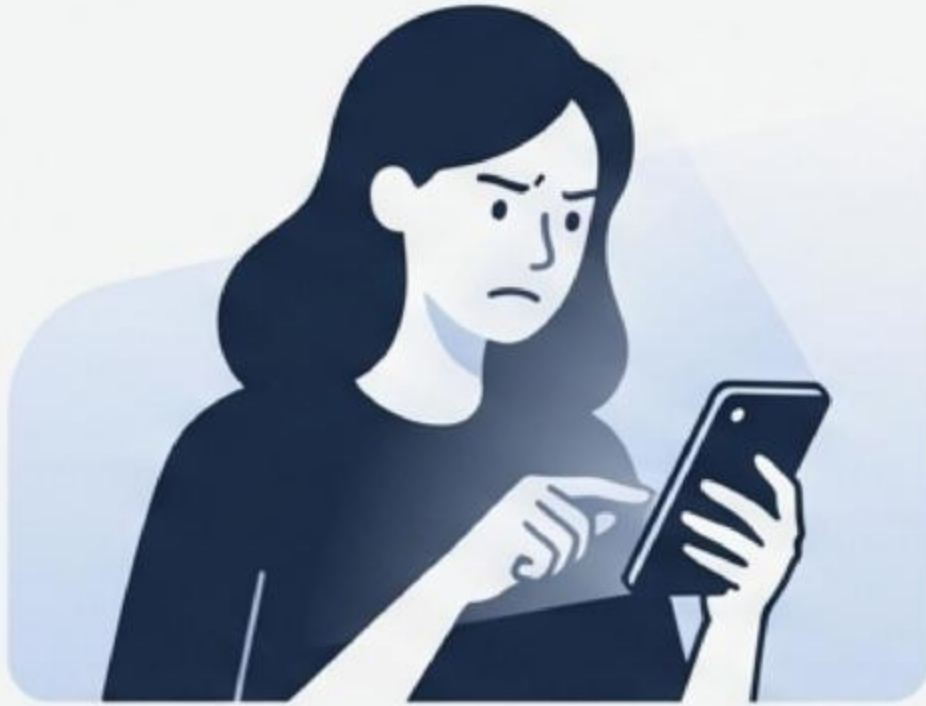
# Concile

## **Beyond Disputes. Toward Resolution.**

Your AI-Powered Guide to E-commerce Complaint Management

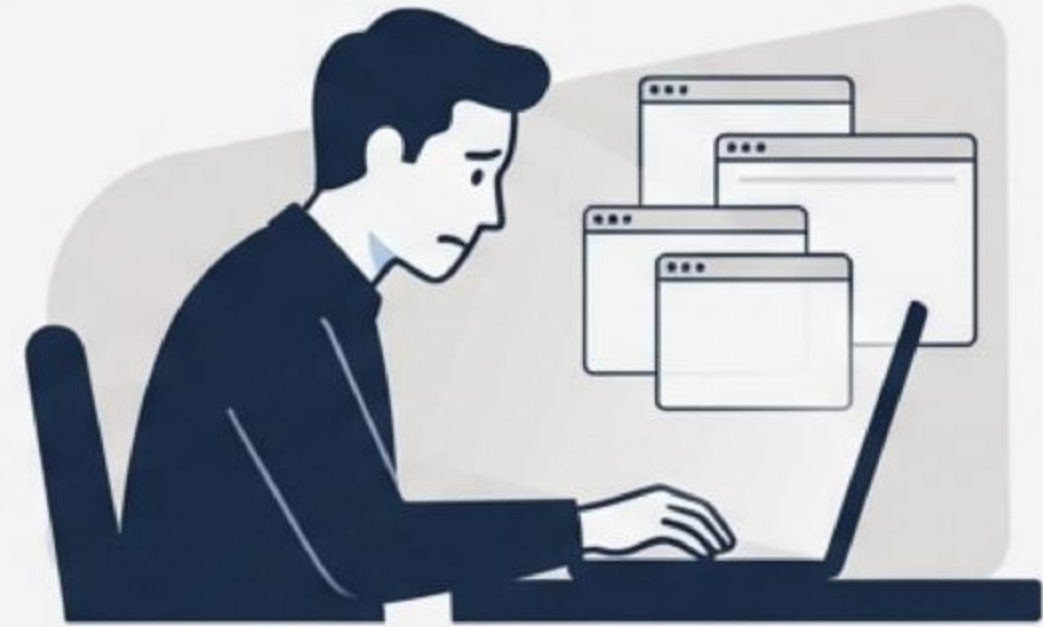
A Comprehensive Guide for Buyers & Sellers

# Every Online Transaction is a Relationship. Sometimes, They Need Help.



For Buyers like Anna, a problem with a purchase means long waits, confusing processes, and the risk of an unfair outcome.

**Concile connects both sides to find a fair, fast, and intelligent resolution.**



For Sellers like Tomek, every complaint consumes valuable time, threatens their reputation, and adds legal complexity to their day.



# Anna's First Step to a Fast Resolution



## Download & Install

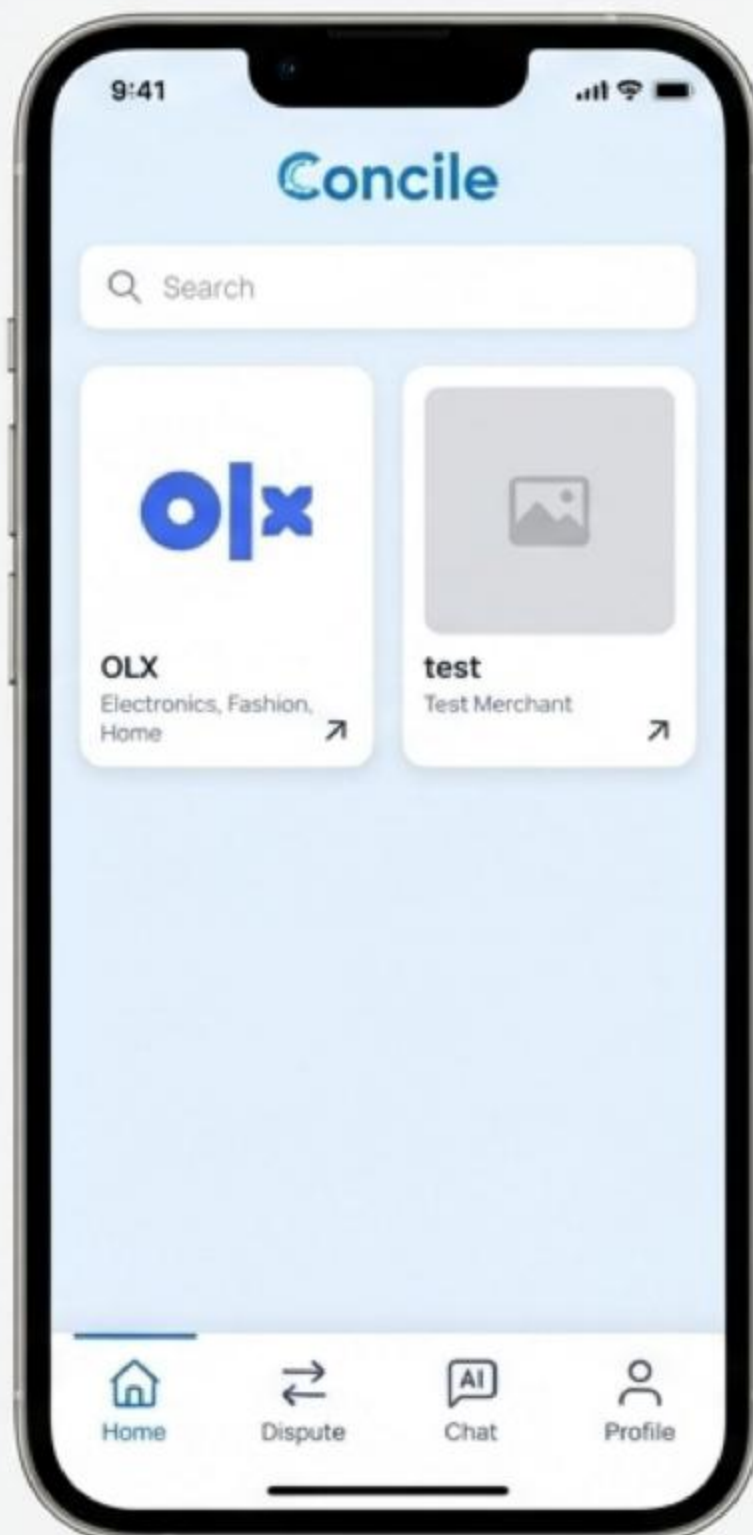
The Concile app is free for consumers and available on Android. Simply search 'Concile' on the Google Play Store.

System Requirements: Requires Android 8.0+ and 50MB of storage.



## Create Your Account

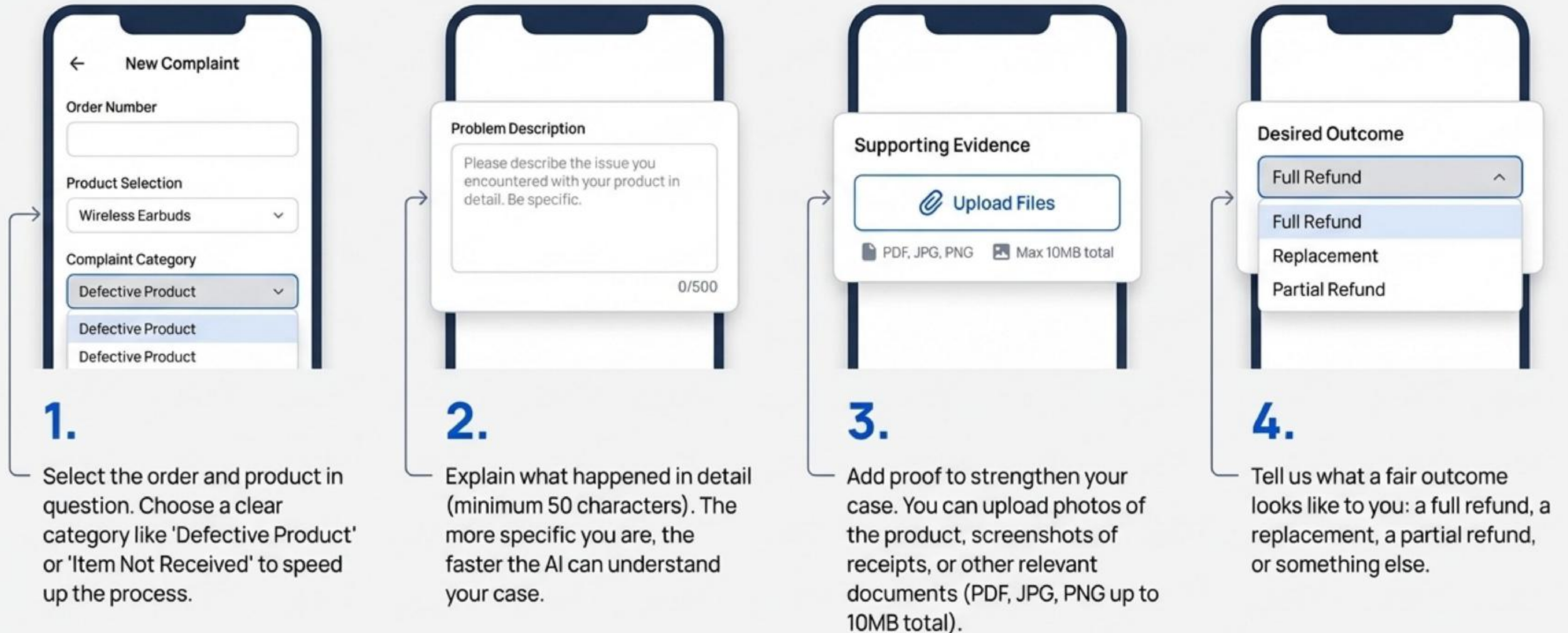
Register in seconds. Use your email and password or sign in with your Google account for even faster setup. We use secure Firebase Authentication to protect your data.



## Find the Merchant

Once logged in, easily find the merchant by searching their name, scanning a QR code, or selecting from your purchase history.

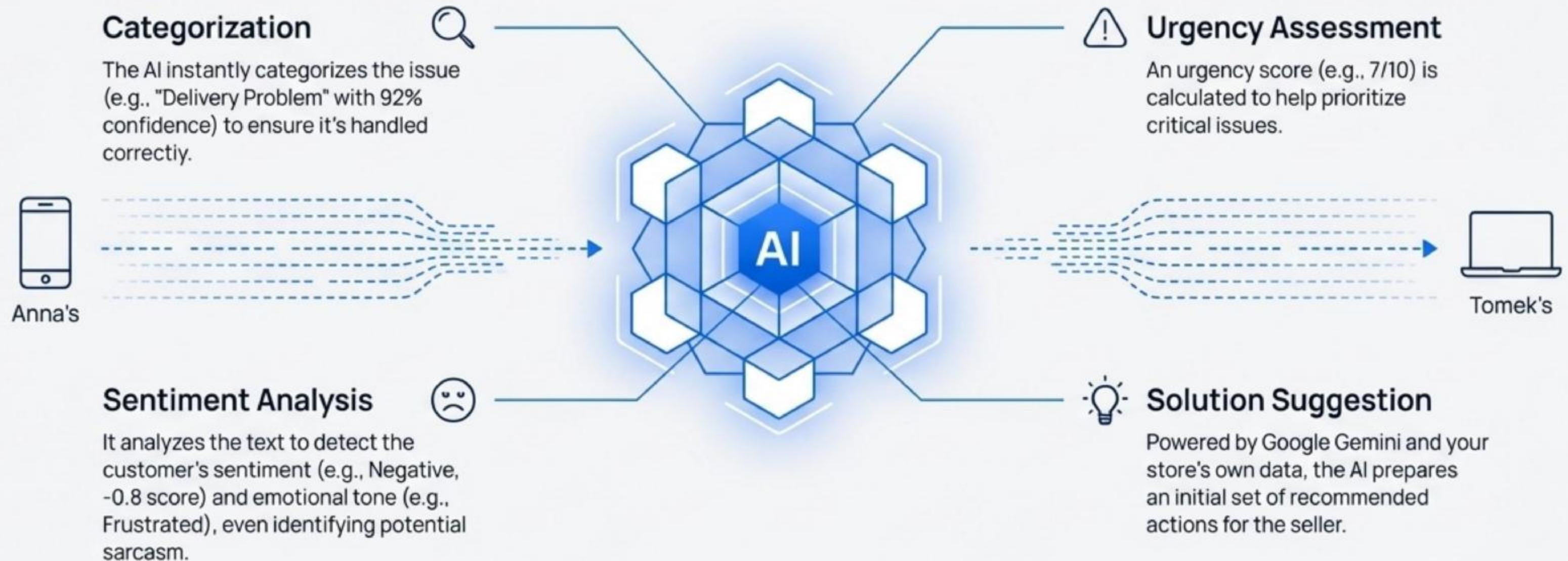
# Submitting Your Complaint: A Simple, Guided Process



Once submitted, you'll receive a unique complaint ID and can track the status in real-time with push notifications.



# The Moment a Complaint is Submitted, Concile's AI Gets to Work



This entire analysis happens in seconds, turning a raw complaint into actionable intelligence before the seller even opens it.



# Tomek's View: A New Dispute Arrives in the Admin Panel

The screenshot displays the Admin Dashboard interface. On the left is a dark sidebar with a 'Logo' placeholder and a list of navigation items: 'Dashboard' (highlighted), 'Orders', 'Products', 'Customers', 'AI & Disputes', 'Shopify Integration', and 'Settings'. The main content area is titled 'Admin Dashboard' and features four summary cards: 'Total Users' (1,243, 856 active), 'Disputes' (567, 432 active, highlighted with a red border and a red arrow from the text 'A new active dispute'), 'Resolved Disputes' (135, 98 successful), and 'User Types' (892, 351 merchants). Below these is a 'Recent Activity' section with three entries: 'Anna Smith created a new dispute' (marked with a red circle icon and '10 minutes ago'), 'Order #4512 shipped - 15 mins ago' (marked with a green check icon), and 'Merchant profile updated - 30 mins ago' (marked with a blue pencil icon). Annotations with arrows point to the 'Disputes' card and the first activity entry, explaining their significance.

The dashboard provides an at-a-glance overview of all dispute activity. Tomek immediately sees a new active dispute.

The intuitive navigation gives Tomek access to all the tools he needs to manage complaints efficiently.

The real-time activity feed shows exactly when new complaints arrive, who submitted them, and their initial status. Events are clearly marked with priority indicators (e.g., ● Critical, ● Normal).

# All the Information, All in One Place

Review the customer's full submission, including all evidence they provided. No more searching through emails.

Manage all communication directly within the platform. The entire conversation history is tracked in one place.

The screenshot displays the Merchant Admin Panel interface. At the top, it says 'Merchant Admin Panel' with a search icon, a help icon, a notification bell, and a user profile for 'Josntins #5ESC84'. The main section is titled 'Complaint Details'. It includes a 'Complaint & Form Data' section with customer information (Anna Smith, Order #4512) and a complaint text: 'I haven't received my order #4512. It was supposed to arrive 3 days ago. I need it for an event. Very frustrated with the delay!'. Below this is a 'Buyer Communication' section showing a conversation history with Anna (10 mins ago), AI (8 mins ago), and the Merchant (Now). To the right of the complaint details is an 'AI Analysis' section, which is circled in blue. It shows four categories: Category (Delivery Problem), Sentiment (Negative (-0.8)), Urgency (7/10), and Emotional Tone (Frustrated). Below the AI analysis is a 'Suggested Solution' section with two options: 'Request tracking information from the user' (85% success probability) and 'Offer replacement + 20% discount' (70% success probability). A 'Save' button is visible at the top right of the complaint details section.

**Complaint Details**

**Complaint & Form Data**

Customer: Anna Smith  
Order: #4512  
Complaint:  
"I haven't received my order #4512. It was supposed to arrive 3 days ago. I need it for an event. Very frustrated with the delay!"

**Buyer Communication**

Anna (10 mins ago)  
I need an update immediately. This is unacceptable.

AI (8 mins ago)  
Thank you for reaching out, Anna. We're looking into your delivery issue with order #4512. We'll get back to you shortly.

Merchant (Now)  
Hi Anna, we're checking with the carrier. Can you please provide any tracking info you might have received?

**AI Analysis**

- Category: Delivery Problem
- Sentiment: Negative (-0.8)
- Urgency: 7/10
- Emotional Tone: Frustrated

**Suggested Solution**

- Request tracking information from the user. 85%
- Offer replacement + 20% discount. 70%

Instantly understand the context. The AI has already categorized the issue, gauged the customer's frustration, and flagged the urgency.

Receive intelligent, data-driven resolution suggestions. The AI recommends specific actions, like "Request tracking information" or "Offer replacement + 20% discount", complete with a success probability.



# Make the AI Your Expert with the Knowledge Base

Concile's AI doesn't just use general knowledge; it learns from *\*your\** business policies.



## Tomek Uploads Policies

Tomek uploads his store's Return Policy, Shipping Rules, and FAQs to the Knowledge Base.

## RAG System Processes

Our Retrieval-Augmented Generation (RAG) system reads and understands these documents, creating a private knowledge source for Tomek's store.

## AI Generates Tailored Suggestions

When a new complaint arrives, the AI cross-references your documents to provide solutions that are perfectly aligned with your business rules.

### Example Box

#### Without RAG:

AI Suggestion: Offer a full refund.

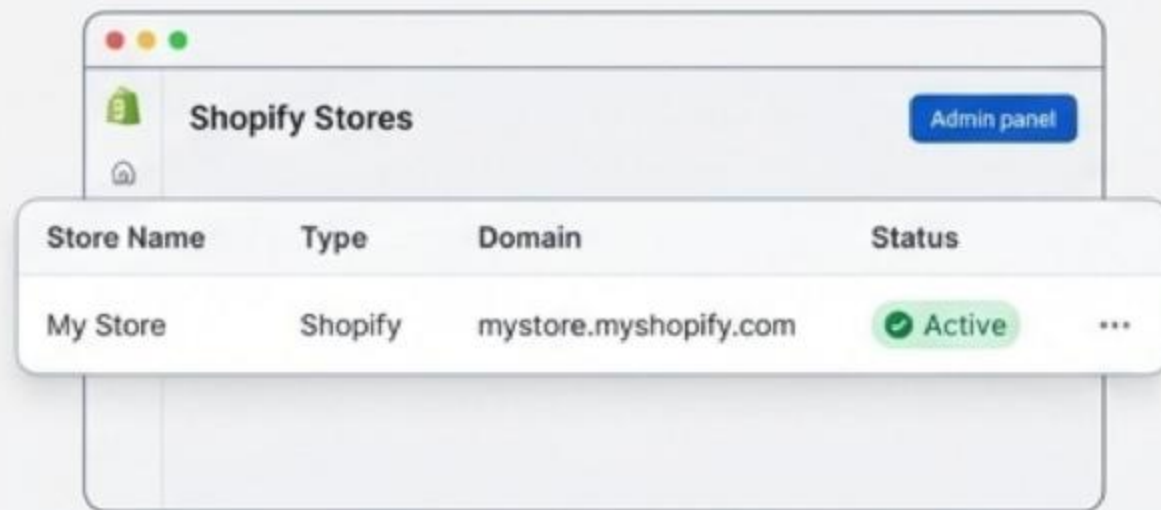
#### With RAG:

AI Suggestion: According to your return policy, accept the return with a 15% restocking fee since it is within 30 days.



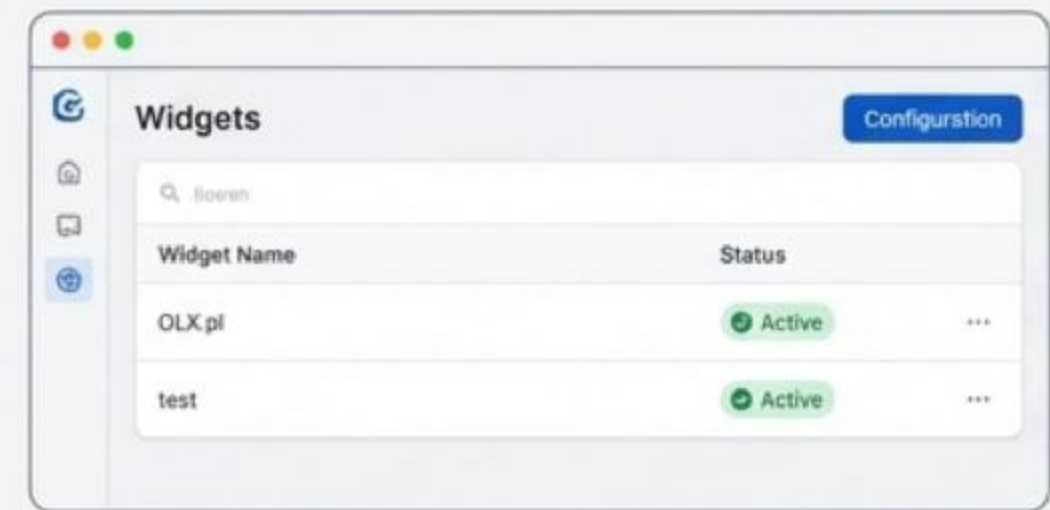
# One Platform to Manage Complaints from Every Channel

## Seamless Integration



Connect your Shopify store in minutes using secure OAuth. Concile automatically syncs products, orders, and customer data, providing full context for every dispute without manual data entry.

## Powerful & Flexible Widget



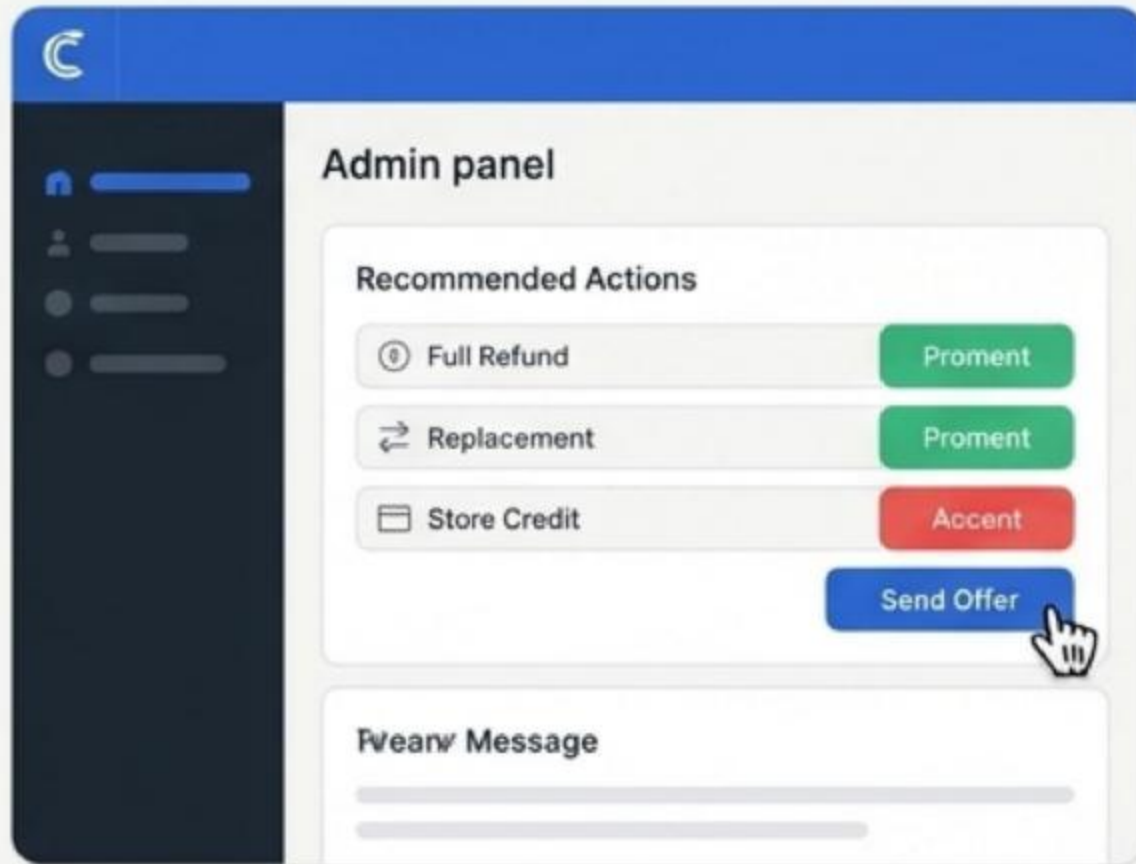
Not on Shopify? No problem. Create a custom complaint widget and embed it on your website, or share a direct link.



Perfect for custom websites, social media bios, marketplace communications, or even for your support team to handle phone orders.

# Proposing a Solution: The Path to Agreement

## Tomek's Action



Tomek reviews the AI's suggestions. He chooses to offer a replacement product and drafts a brief, professional message to Anna directly from the panel.

## Anna's Notification



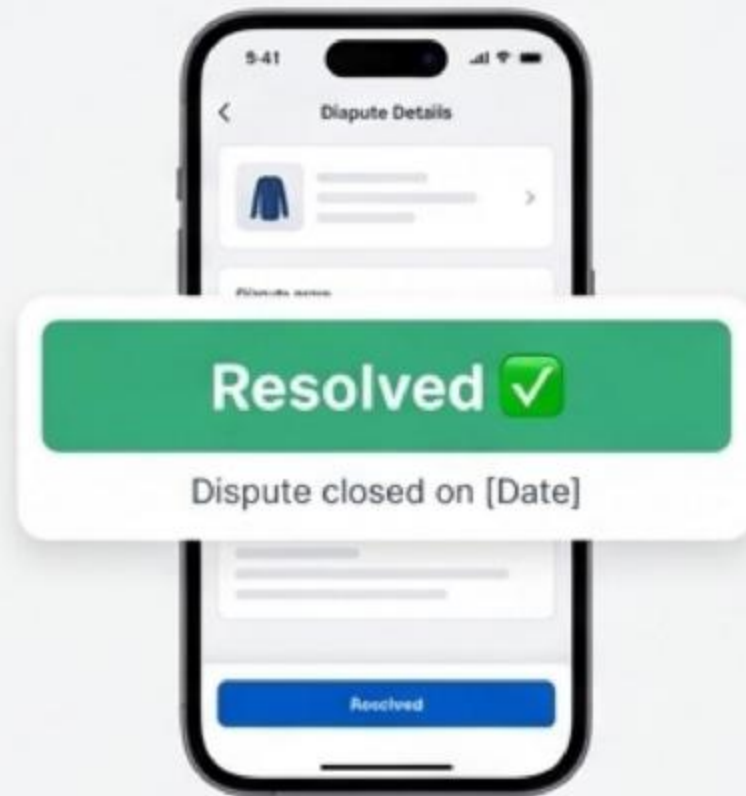
Anna is instantly notified on her phone. She can open the app to view the full details of Tomek's offer immediately.

Real-Time Communication



# Resolution Reached. Trust Restored.

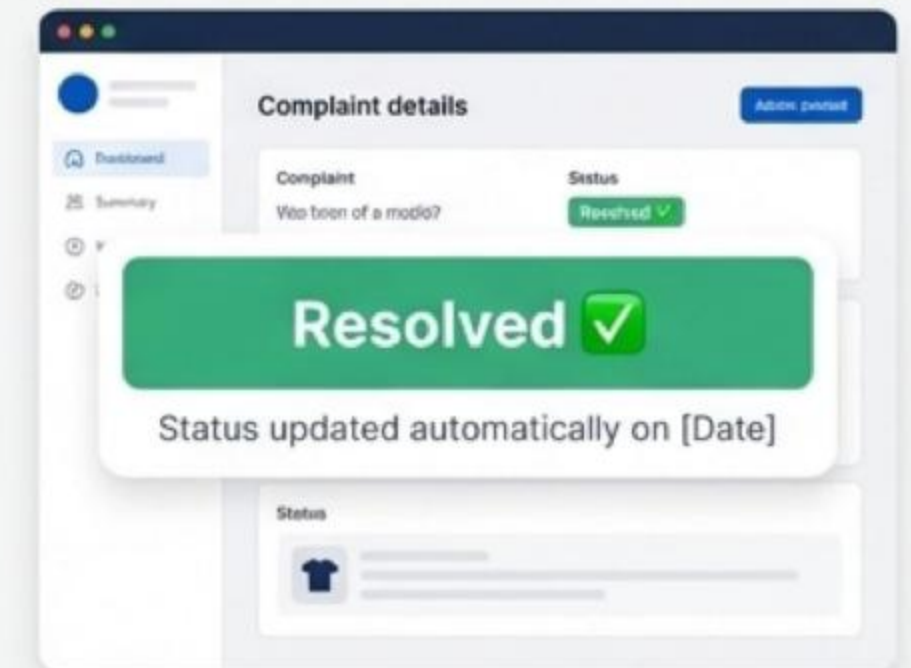
## Anna's App



Anna accepts the offer for a replacement with a single tap in the app. The dispute is successfully closed, and her issue is solved.

*"Concile resolved the dispute in under 24 hours, turning a potential negative review into a positive customer experience."*

## Tomek's Panel



Tomek receives confirmation that the offer was accepted. The case is automatically updated, and the entire process is logged for his records.

# Turn Disputes into Data-Driven Opportunities

## Dispute Trends



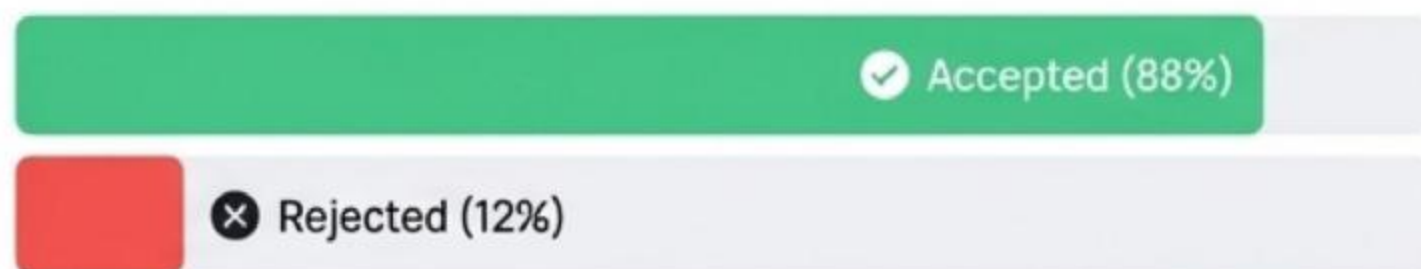
Track dispute volume over time to identify seasonal patterns or issues with new product launches.

## Resolution Rate & Time



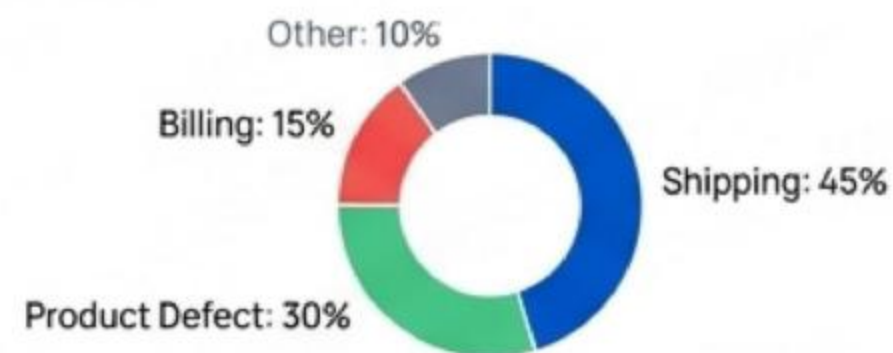
Monitor your team's performance with key metrics like average resolution time and success rate. Compare your performance against platform benchmarks.

## AI Performance



See how well the AI is working for you. Track the AI's confidence scores and the acceptance rate of its suggestions.

## Root Cause Analysis



Analyze complaint categories to find the root cause of customer issues—is it a shipping problem, a product defect, or a communication gap?

With Concile's analytics, every complaint becomes a lesson to improve your products, services, and customer satisfaction.



# The Concile Ecosystem: Three Components, One Seamless Experience



## Consumer Mobile App

The simple, intuitive app for buyers to submit claims, upload evidence, and track resolutions on the go. Free and easy to use.

**Connecting Buyers  
and Sellers for a  
Better Resolution.**



## Merchant Admin Panel

The powerful web-based command center for sellers to manage all disputes, configure AI, integrate stores, and analyze performance.



## Customer Widget

The flexible, embeddable complaint form that brings Concile's power to any website, social media page, or communication channel.

# The Concile Advantage: Faster, Smarter, Fairer

## For Buyers

An Effortless Path to a Fair Resolution



**Speed:** Resolve most issues in under 24 hours.



**Simplicity:** A single, guided process for all your complaints.



**Transparency:** Real-time tracking and clear communication.



**Fairness:** AI-assisted process ensures impartial review.

## For Sellers

Turn Complaint Management into a Competitive Edge



**Efficiency:** Reduce time spent on complaints by up to 70%.



**Cost Reduction:** Lower operational and legal support costs.



**Reputation Protection:** Convert negative experiences into positive outcomes.



**Intelligence:** Use AI and analytics to improve your business.

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Our goal: an 80% auto-settlement rate for disputes under €150.



# Ready for a Better Way to Resolve Disputes?

## Buyers: Your First Step to a Fast Resolution



Download on the  
**App Store**



GET IT ON  
**Google Play**

Download the free Concile mobile app and take control of your post-purchase experience.

## Sellers: Transform Your Complaint Management Today

**Access the Web App**

Register your store to access the Merchant Admin Panel and start resolving disputes intelligently.

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Questions? Contact our team at **office@concile.online**

[www.concile.online](http://www.concile.online)

**Concile**