New website opens window on Loop's work in enabling feedback for marginalised communities

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Loop, the charity which provides a unique feedback platform for people who receive humanitarian aid, has launched a new website to shed more light on its rapidly developing work.

The new site www.talktoloop.org is launched just a year since the charity began to build its platform and to develop its work in Zambia in the Philippines.

Loop is now established in both countries and is opening up in Somalia and Indonesia too, with more countries to follow.

The new website has a dedicated page outlining the work in each country, and the site is full of real-life images of people using Loop to tell their stories.

Loop uses existing phone and computer technology to allow people receiving aid to give feedback; safely, easily, and without having to wait to be asked.

Wherever they are, from the remotest rural communities to urban areas in crisis, anyone receiving aid can use Loop to tell their own story and shape the services being provided for them.

The organisations providing aid also benefit from Loop, with the ability to access and analyse feedback data on an ongoing basis – closing the feedback loop so they can constantly improve what they do.

People can use Loop online or on their phone using SMS. Loop is accessible in local languages, and it doesn't even depend on literacy: users can speak their stories.

Loop also provides a safe channel for the reporting of serious complaints about exploitation, fraud and abuse.

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