Introducing Talk to Loop

Talk to Loop is a tool contributing to the democratisation of feedback

It's a globally accessible tool for people to safely share and receive feedback on what is important to them, at **any time**, from **anywhere**, in their **own language**, for **free**.

Service providers can reach more people, reply to them directly across languages and communication channels, and use their feedback to improve services and build trust and dialogue in a transparent accountable way remotely.

Talk to Loop also helps people report sensitive issues to the appropriate focal points safely and anonymously.

Through an open platform, qualitative and quantitative real-time data is openly available to inform and improve peoples lives.

talk to loop

Why is Talk to Loop so important?

Despite international calls for change, it is widely agreed that the needs and perspectives of customers of aid are still not adequately incorporated into the design and funding of the services that exist to support them.

Talk to Loop harnesses the technological revolution and offers a solution, as a public good: Democratising feedback.

Let's reimagine accountability by listening to the voices of people

Talk to Loop brings to reality a world where people are not viewed simply as beneficiaries, but as active participants with agency in the aid they receive. A world where individual opinions are heard and counted, where every story positively contributes to the solutions that individuals and communities own and experience.

How does Talk to Loop work?

People hear about Talk to Loop through multiple locally relevant sources: program staff, radio, posters etc., inviting them to feedback.
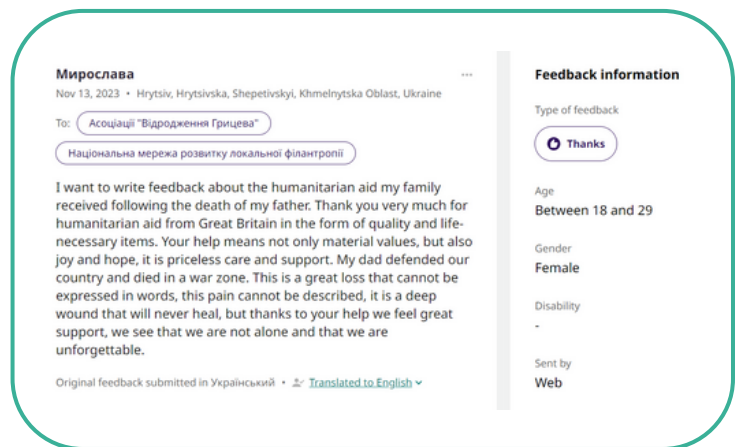
People feedback in ways they **trust and feel comfortable** with. For example:
- Loop is currently accessible across **17 languages** and three scripts. Loop can scale to over 100 languages and every script. We also cater for oral languages and dialects.
- People can feedback on WhatsApp, Facebook Messenger, Telegram and on the website directly. People without access to the internet can use SMS or if they are not comfortable writing, can feedback by leaving a voice message through our technology called Interactive Voice Response and Reply - IVRR.

Organisations receive **timely notifications** for relevant feedback and can reply in their preferred language, addressing inquiries, resolving concerns, and addressing misinformation in near real-time.

Our moderators facilitate **seamless communication** by translating messages and delivering replies to the original author in their preferred language and communication channel.

Anyone can **access the aggregate data** in their preferred language at any time, enabling them to analyse trends based on geographical, demographic, and thematic interests, among other factors.

Open anonymised data can be integrated with and complemented by other data sets, so that people's experiences inform decisions everywhere.

Мирослава
Nov 13, 2023 • Hrytsiv, Hrytsivska, Shepetivskyi, Khmelnytska Oblast, Ukraine
To: Асоціації "Відродження Грицева"
Національна мережа розвитку локальної філантропії

I want to write feedback about the humanitarian aid my family received following the death of my father. Thank you very much for humanitarian aid from Great Britain in the form of quality and life-necessary items. Your help means not only material values, but also joy and hope, it is a priceless care and support. My dad defended our country and died in a war zone. This is a great loss that cannot be expressed in words, this pain cannot be described, it is a deep wound that will never heal, but thanks to your help we feel great support, we see that we are not alone and that we are unforgettable.

Original feedback submitted in Український • Translated to English ˅

Feedback information

Type of feedback
○ Thanks

Age
Between 18 and 29

Gender
Female

Disability
-

Sent by
Web

Community member:
Hears about Loop.
Shares feedback.
Gets replies.

Open platform (TalkToLoop.org):
With filters (geographic, thematic and organisational focus), trending topics etc.
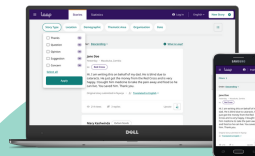
Moderator:
Tags & translates.
Posts or refers.
Notifies organisation & author.

Organisation:
Gets notified.
Is able to reply directly.
Uses the data.

Statistics page:
Updated data, downloadable for seamless tool integration.

The whole process is ensured by our Data Integration and Protection Policies

Sensitive feedback on Talk to Loop

Sensitive feedback includes: Sexual Exploitation, Abuse and Harassment (SEAH), exclusion and other protection issues as well as fraud, corruption, aid diversion etc. There are many known barriers to why people do not report sensitive concerns and issues, such as **accessibility** (language, open hours), **fear of retribution or further exclusion** if they are identified. Raising awareness about Talk to Loop provides people with choice and agency so that they can feel confident to report concerns to an **independent actor,** anonymously if they prefer.

Talk to Loop processes sensitive feedback through **secure referral pathways**, that integrates with and complements what already exists in each country, following a confidential survivor-centred approach.

Anonymised, aggregated data is available on our statistics page, and shows trends in risks and the availability of assistance services and investigations over time.

How does it work?

1
Community member dials 2023 and shares their concern in their own language.

2
They are prompted to choose 'sensitive' or not, and whether to share contact details or not.

3
Moderators check information and send sensitive reports to the Loop Case Managers.

All data is removed from the Loop platform.

4
The Loop Case Manager is alerted, reviews information, refers cases on to safe focal points only, for accountability and/or assistance.

5
We ask the community member for their consent to share personally identifiable information (PII) with specific organisational focal points.

6
Organisations receive the referral and take accountable action according to their protocols. They are invited to update Loop on key milestones only.

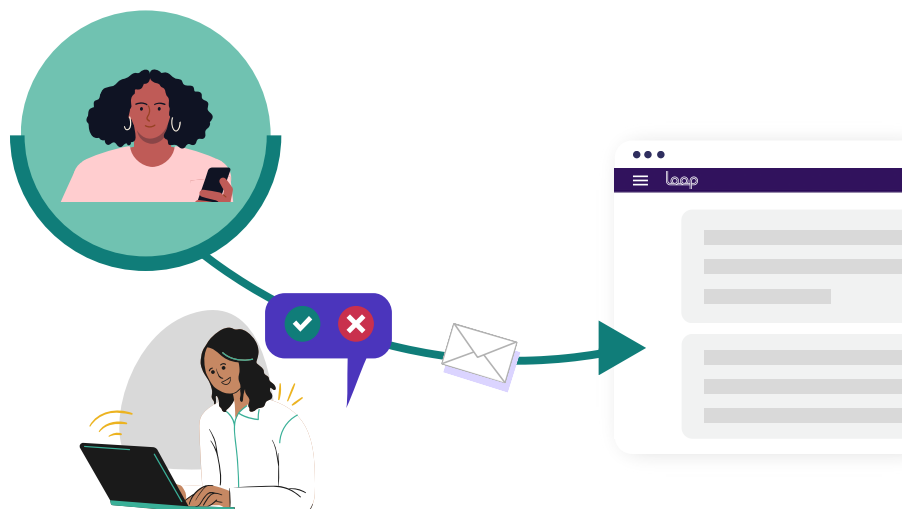Once the case is reported and referred, moderators follow up with community members.

What is our approach to Data Protection?

The safety of people who use Talk to Loop is paramount. We exceed the gold standards of data protection for all users of the site globally and manage and store data with the highest levels of data security. See our policies and DPIA on our website resources page: https://talktoloop.org/resources

Talk to Loop will never:

Sell personal data

Share personal data

Know exact locations

Our policies ensure that community members can only be contacted through our moderators, without further consent

How to share information on Talk to Loop

People choose a communication channel that is convenient to them...

- Voice
- SMS
- Telegram
- WhatsApp
- Facebook Messenger
- Web on talktoloop.org

...then describe their experiences: share opinions, suggest changes, express gratitude, raise a concern, ask a question or report a sensitive concern.

Our Moderators and Case Managers will make every effort to ensure that the information they provide reaches appropriate organisations.

And it is that simple! Feedback is published on the open platform

Anyone is able to engage with it.

If someone replies to the message we will send a notification, sharing the translated reply and allowing original author to respond, continuing the feedback loop!

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Donors came with a big delegation. We felt we couldn't share our ideas. Can you feedback for us so that we don't upset the relationship?
Original feedback submitted in English

Where can I find children's education services? We just arrived and don't speak the local language.
Original feedback submitted in Ukrainian

I don't feel safe. I need to speak to someone. Where can I go?
Original feedback submitted in Tonga

Talk to Loop is transforming the way we learn from communities

Mistakes occur in beneficiary registration. Can we ask for direct cash transfers via mobile phones?
Original feedback submitted in Somali (af Maay)

On behalf of 120 households, we are a minority group and have been left out of the recent needs assessment.
Original feedback submitted in Cebuano

My village is no longer under occupation. Are there any organisations which can help me?
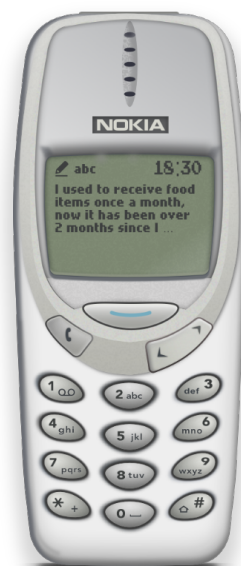Original feedback submitted in Somali (af Maxatiri)

NOKIA

abc 18:30
I used to receive food items once a month, now it has been over 2 months since I ...

There is a water shortage in our town, all of us with disabilities can't get access to any.
Original feedback submitted in Bahasa

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How to join Talk to Loop

If you represent an organisation and want to join, go to: www.app.talktoloop/feedback. Click the text which says: "Log in/ Sign up", and fill in the form.

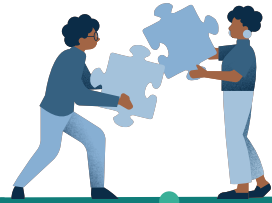Our Moderators are there to help you during the whole process of registration and show you around.

Find the magic link in your e-mail inbox and activate your account.
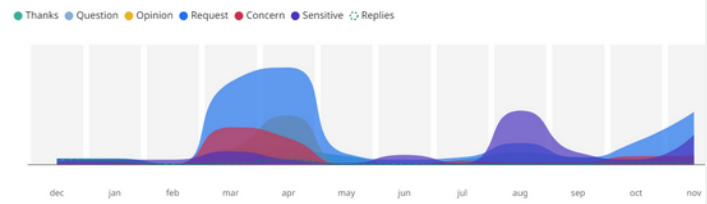
Congratulations! Your account is already working! You'll get an email notification when someone feeds back about your organisation. Why not ask them for feedback!

Respond to feedback about your organization in real time.

Browse the statistics section to see trends and inform programs.
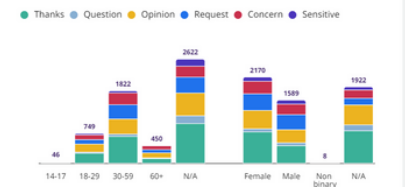
Feedback received over time

● Thanks ● Question ● Opinion ● Request ● Concern ● Sensitive ⟡ Replies

dec   jan   feb   mar   apr   may   jun   jul   aug   sep   oct   nov

Demographic breakdown

More about this section

Type of feedback × author ability

Trouble seeing: **17 feedback (0%)**	Trouble hearing: **2 feedback (0%)**
Difficulty walking or climbing steps: **33 feedback (1%)**	Difficulty remembering: **4 feedback (0%)**
Difficulty walking or climbing steps: **6 feedback (0%)**	Difficulty communicating: **3 feedback (0%)**

Type of feedback × author's age and gender

● Thanks ● Question ● Opinion ● Request ● Concern ● Sensitive

46   749   1822   2622   450   2170   1589   8   1922

14-17   18-29   30-59   60+   N/A   Female   Male   Non binary   N/A

Are you interested yet?

As of December 2023, 740 organisations have registered on Talk to Loop from 18 different countries, to receive notifications if people share feedback about their work.

If you would like to sign on please follow this link to add your email and contact details: https://app.talktoloop.org/profile

For more information about the next steps or bringing loop to a new country contact Alex: alex@talktoloop.org

Scan this code to start using Talk to Loop and join our community. Share your interest in our expansion to a new country, among other exciting possibilities!

Where is Talk to Loop available?

Zambia

Through these channels for free:
- SMS (and IVRR coming): 4343 for free
- WhatsApp: +260 97 6256521
- Facebook: @TalktoLoopZambia
- Web: www.talktoloop.org

And in these languages:
English, Bembe, Nyanja, Tonga, Lozi

Zambian Governance Foundation leads on Loop in Zambia.
Please email: subilo@talktoloop.org

The Philippines

Through these channels for free:
- SMS (and IVRR coming): 2158-0002 (on Globe) / 22565-0002 (on Cross-Telco)
- Facebook: @TalktoLoopPhilippines
- Web in all languages: www.talktoloop.org

And in these languages:
English, Tagalog, Cebuano

ECOWEB leads on Loop in the Philippines.
Please email: emilie@talktoloop.org

Indonesia

Through these channels:
- WhatsApp: +62 811 236 5555
- Facebook: @TalktoLoop Indonesia

And in these languages:
Bahasa Indonesia

Predikt leads on Loop in Indonesia.
Please email: emilie@talktoloop.org

Where is Talk to Loop available?

Somalia

Through these channels for free:
- IVRR (SMS coming): 2023

And in these languages:
Somali dialects of Maxatiri and Maay. Benadiri and Barawani coming

The Centre for Peace and Democracy leads on Loop in Somalia.
Please email: fatma@talktoloop.org

Ukraine Response

Through these channels:
- WhatsApp: +48 88 88 80 017
- Facebook Messenger: @TalktoLoopPolska / @TalktoLoopUkraina
- Web: www.talktoloop.org
- Telegram: @TalktoLoopUkrainaBot

And in these languages:
Polish, Ukrainian and Russian

e-mail: natalia@talktoloop.org

Global links

Through these channels:
Web: talktoloop.org
WhatsApp: +31 970102 86886
Facebook: @TalktoLoop
IVRR: +31 970102 86886

In these languages:
English, Spanish, French and Arabic

e-mail: alex@talktoloop.org