

JANUARY 2025

PARTNER SATISFACTION SURVEY REPORT (2ND ROUND)



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Abbreviations

CFRM	Complaint Feedback Response Mechanism
IEC	Information, Education, and Communication
MIS	Management Information System
MOU	Memorandum of Understanding
NGO	Non-governmental Organization
UN	United Nations
UNOPS	United Nations Office for Project Services
AAPWG	Accountability to Affective People Working Group

Executive Summary

This report presents the findings from the second round of Awaaz's 2024 Partner Satisfaction Survey, which examines the perceptions of humanitarian partners regarding Awaaz's services and resources. Conducted from January 1 to 31, 2025, this response-wide perception survey is part of Awaaz Afghanistan's ongoing commitment to serving as an interagency communication and accountability centre. The survey evaluated satisfaction levels among humanitarian partners, UN agencies, humanitarian clusters, and working groups, focusing on key areas such as information sharing, data presentation, analysis, referral pathways, and partnerships. Data was collected through an online platform (Google Forms).

A total of 103 field-based respondents participated in the survey, representing a diverse range of partners: 7 from UN agencies, 4 from cluster representatives, 37 from international NGOs, and 55 from national NGOs. The overall trends closely mirrored those observed in the previous survey conducted in July 2024. Respondents who regularly engage with Awaaz as the Inter-Agency Cross-Sectoral Complaint Feedback Response Mechanism (CFRM) provided more positive feedback, particularly in comparison to those who use Awaaz services less frequently.

Key findings from the survey were as follows:

- 65% of respondents reported being highly satisfied with Awaaz's services, while 34% were moderately satisfied. Only 1% expressed dissatisfaction.
- 96% of respondents were satisfied with the timeliness of referrals, with 50% highly satisfied. However, some suggested improvements in tracking and follow-up processes.
- 100% of respondents, particularly those with an MoU, were satisfied with Awaaz's approach to handling complaints and feedback from both men and women.
- 94% of respondents felt that Awaaz clearly communicates its policies and processes, including the referral pathway, though 6% suggested a need for further engagement and training.

- While many respondents regularly access Awaaz's interactive dashboard, 13% reported never using it, citing reasons such as lack of awareness, slow loading times, and the need for local language support.
- 74% of respondents used feedback information from the dashboard to improve planning and strategies, while 61% used it for better decision-making and reporting to donors.
- 51% of respondents stated that Awaaz coordinates with them monthly, 35% quarterly, 11% semi-annually, and 3% annually. While engagement levels are improving, respondents suggested more structured meetings and data-sharing mechanisms.
- 30% of respondents identified communication and awareness as key areas for improvement, emphasizing the need for clearer messaging, outreach efforts, and expanded engagement with partners.
- 25% of respondents stated that their project beneficiaries had difficulty reaching an Awaaz operator, while 48% were unaware of whether their beneficiaries faced access issues.

1. Background

Awaaz Afghanistan is the country's first and only inter-agency communication and accountability helpline, providing a toll-free, cross-network hotline (410) that operates seven days a week. This call center enables crisis-affected populations with access to a mobile phone to seek information, register feedback, and report complaints about humanitarian assistance programs. Since its establishment in 2018, Awaaz has played a central role in Afghanistan's humanitarian response, fully integrated into the Accountability to Affected People Working Group (AAPWG). As a community engagement initiative, Awaaz serves as a critical two-way communication channel, ensuring that on-the-ground needs and priorities are effectively relayed to humanitarian partners to enhance the quality and responsiveness of aid efforts.

By dialing 410, anyone with access to a phone can connect with Awaaz's multilingual operators, 63% of whom are women, who provide assistance in Dari, Pashto, Pashai, Urdu, and English. Awaaz not only offers information on available humanitarian services but also facilitates direct access to assistance by linking callers with established referral pathways. It acts as a complementary complaint and feedback mechanism for the United Nations and humanitarian partners, strengthening transparency and accountability. By collecting and analyzing self-identified needs and priorities, disaggregated by gender, age, location, and specific vulnerabilities, Awaaz helps humanitarian actors better understand the concerns and preferences of affected populations. These insights are disseminated through dashboards for situational awareness and case-by-case coordination with relevant clusters and partners, enabling a more informed, responsive, and effective humanitarian response across Afghanistan.

2. Objectives and Scope

Conducted bi-annually, this survey gathers insights from UN agencies, clusters, working groups, and national and international organizations operating in Afghanistan. Its primary objective is to evaluate how Awaaz is perceived by its humanitarian partners and agencies. The survey also assesses awareness and perceptions among key partners regarding Awaaz's role in strengthening the interagency-independent complementary CFRM in Afghanistan.

It is important to note that the partner satisfaction survey does not evaluate the call center's performance in handling calls. Instead, it aims to capture respondents' perspectives on Awaaz's overall performance, identifying strengths and areas for improvement. The survey specifically examines Awaaz's four core functions: coordination, information management, referral pathways, and the dashboard. By gathering this feedback, Awaaz can refine its services, enhance collaboration with partners, and track progress toward its strategic objectives.

3. Survey Methodology

Similar to the previous survey, respondents were identified through Awaaz Afghanistan's existing referral channels. Awaaz invited 183 partners to participate in the survey, which was conducted via an online Google Form from January 1 to January 31, 2025. The survey featured 36 questions, asking partners to describe their role in the humanitarian response and evaluate Awaaz's coordination and collaboration efforts.

Additionally, partners were asked to assess Awaaz's analysis, dashboard, referral pathways, and overall relationship with their organizations. The second round of the 2024 survey used a three-point rating scale, consistent with previous surveys. As a perception-based assessment, the survey strictly reflects respondents' views at the time of data collection on Awaaz's performance in 2024.

4. Key Findings

4.1. Details of the persons filling out this survey

Awaaz Afghanistan's second-round 2024 response-wide perceptions survey included 103 participants from active partners across Afghanistan. As shown in Figure 1, **53%** of respondents were from national NGOs, followed by **36%** from international NGOs, **7%** from clusters and working groups, and **4%** from UN agencies.

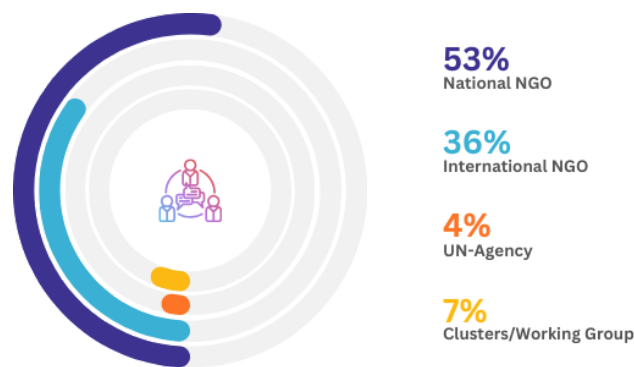


Figure 1: Details of the persons filling out this survey

In terms of gender representation, **22%** of the respondents were female, while **78%** were male.

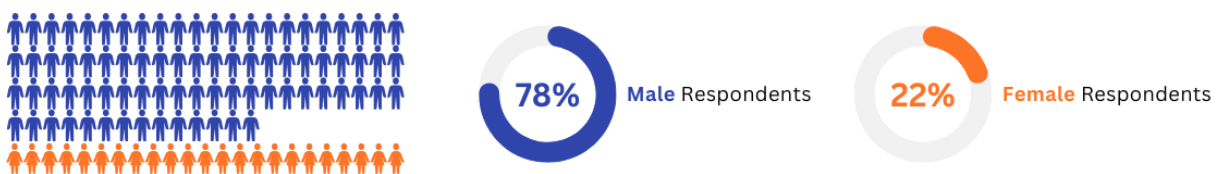


Figure 2: Respondents details based on gender

4.2. Overall Perception

Question 1: Describe your cluster's/organization's relationship with Awaaz.

As shown in Figure 3, **83%** of organizations stated that they have signed a Memorandum of Understanding (MoU) with Awaaz and use it as a feedback channel for all their projects. Additionally, **16%** indicated that while they do not have an MoU, they still

promote and share information about Awaaz as a feedback and complaints-response mechanism. Only **1%** reported having no signed MoU but expressed interest in signing one.

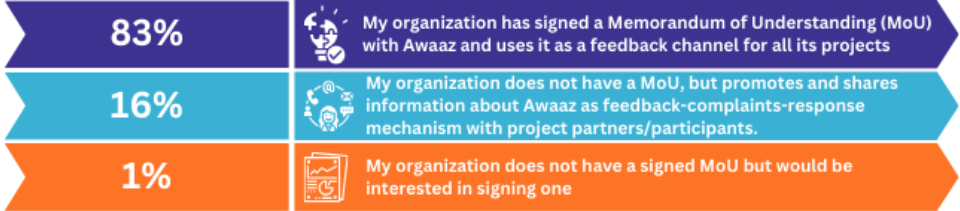


Figure 3: Level of organizational engagement with Awaaz

Question 2: How satisfied are you with Awaaz's services?

65% of respondents stated that they are highly satisfied with Awaaz's services which is higher than the first round of the 2024 survey, while **34%** expressed being moderately satisfied. A very small proportion (**1%**) reported being not satisfied at all, indicating that the vast majority of stakeholders have a positive perception of Awaaz's services.

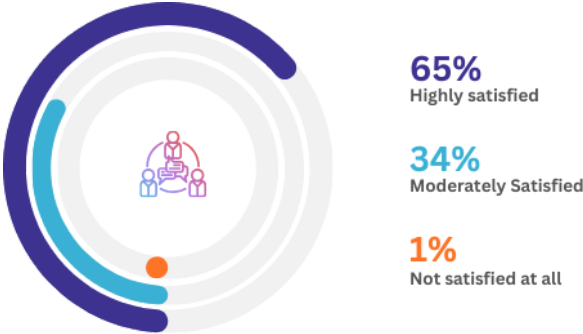


Figure 4: Respondents' satisfaction with Awaaz services

Question 3: How does your organization promote and share information about Awaaz with your project partners/participants/beneficiaries?

Responses indicate that the Information, Education, and Communication (IEC) materials are convenient and easy to understand at the community level. It appears that all respondents agree that agencies and humanitarian actors are actively involved in raising awareness about Awaaz and distributing IEC materials. **32%** of respondents promoted and shared information about Awaaz with their partners and participants through printed and visual materials regularly. **26%** stated that they promoted Awaaz through

direct engagement with beneficiaries, including training sessions, awareness meetings, and workshops. **15%** reported using digital and social media channels to promote Awaaz, while **14%** stated that they engaged in direct feedback mechanisms, such as complaint boxes and community feedback processes. Lastly, **13%** of respondents indicated that they incorporated the Awaaz (410) hotline number into their existing complaints and feedback mechanisms, highlighting a multi-faceted approach to information dissemination.



Figure 5: How the respondent's organizations promote and share information about Awaaz

Question 4: Do you feel that Awaaz clearly and adequately communicates its policies and processes, including the referral process?

As shown in Figure 6, the majority of respondents (**92%**) stated that Awaaz clearly and adequately communicates its policies and processes, including the referral process, reflecting a slight decrease from **94%** in the first round of the 2024 survey. In contrast, **8%** of respondents felt that communication could be clearer. While these results indicate that Awaaz remains largely effective in ensuring transparency, they also highlight opportunities for further clarity and improvements in communication.

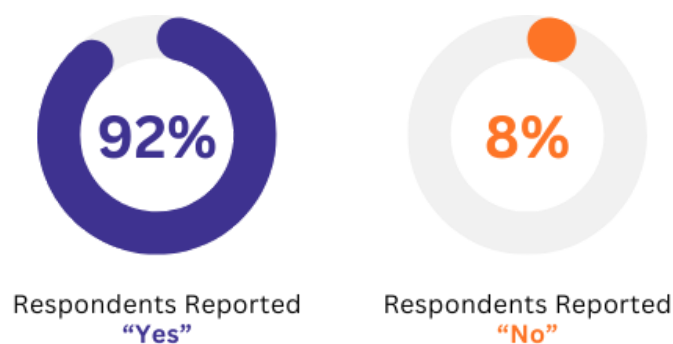


Figure 6: Respondent's perception of Awaaz's communication on policies, and processes including referral pathway.

Among the **8%** of respondents who indicated that Awaaz does not clearly communicate its policies and processes, several key concerns were highlighted. Some respondents stated that the referral process lacks transparency, with limited visibility into how cases are tracked and resolved. Others noted that they do not have access to feedback collected by Awaaz regarding their interventions, making it difficult to assess the impact of reported issues. Additionally, concerns were raised about hotline accessibility, with reports that the Awaaz contact number is often busy, preventing easy access for beneficiaries. A few respondents suggested that more interactive tools, such as training sessions, instructional videos, and step-by-step guides, could improve clarity. Finally, some emphasized the need for regular partner meetings to facilitate direct discussions on policies, referral mechanisms, and feedback closure processes.

Question 5: Do you know the name of Awaaz's focal person to respond to the feedback/complaints of the crisis-affected people registered through Awaaz?

70% of respondents stated that they are aware of Awaaz's focal person responsible for handling feedback and complaints, while **30%** indicated that they do not know who the designated contact is. This suggests that although most stakeholders are informed, there is still room to enhance communication and ensure broader awareness of key focal points within Awaaz.

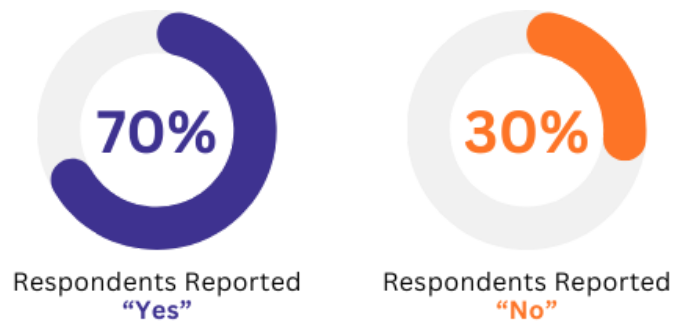


Figure 7: Respondents know the focal person to respond to Awaaz's feedback/complaints.

Question 6: Are you satisfied with the way Awaaz mainstreams gender in its operations, especially in terms of handling complaints/feedback from crisis-affected men and women?

58% of respondents stated that they are highly satisfied with how Awaaz mainstreams gender in its operations, particularly in handling complaints and feedback from crisis-affected men and women. Additionally, **41%** reported being moderately satisfied, while only **1%** expressed dissatisfaction. These findings suggest that Awaaz is largely effective in integrating gender considerations into its feedback mechanisms, though there may still be opportunities for further enhancements.

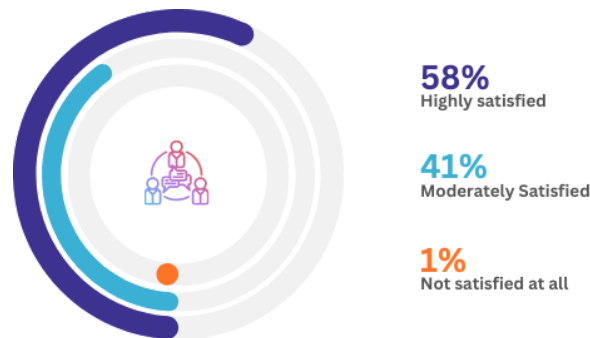


Figure 8: Awaaz gender mainstreaming initiatives

Question 7: What do you think is Awaaz's greatest strength?

Awaaz Afghanistan exhibits significant strengths across various areas, enhancing its effectiveness as a feedback-response mechanism. Approximately **28%** of respondents identified Accessibility and Inclusivity as a key strength, emphasizing Awaaz's toll-free 410 hotline, 7 AM to 7 PM, seven days a week availability, and multilingual support,

ensuring all affected populations can easily access its services. Confidentiality and Trust **(24%)** were highlighted as another strength, with respondents recognizing Awaaz’s anonymous and secure complaint-handling mechanisms, which foster trust among beneficiaries.

Additionally, **22%** of respondents cited Responsiveness and Accountability as a major advantage, praising Awaaz’s efficient case follow-ups, timely referrals, and proactive engagement with affected communities. Community Engagement and Outreach **(16%)** was also recognized, underscoring Awaaz’s efforts to raise awareness, collaborate with partners, and engage communities through direct communication and informational campaigns.

Furthermore, **Technology and Efficiency (10%)** was acknowledged as a strength, with Awaaz utilizing digital tools, real-time tracking, and data-driven decision-making to improve its services. Awaaz maintains direct contact with both the community and project beneficiaries, engages equally with both genders and utilizes multilingual call operators to ensure timely information sharing and clear procedures. These findings indicate that Awaaz’s effectiveness is rooted in its accessibility, trustworthiness, responsiveness, community engagement, and technological capabilities, making it a reliable and impactful feedback-response mechanism in Afghanistan.



Figure 9: Awaaz's greatest strength according to the respondents

Question 8: What do you think are Awaaz’s areas of improvement?

Awaaz Afghanistan has several areas for improvement, as identified by survey respondents, which can enhance its effectiveness as a feedback-response mechanism. Approximately **25%** of respondents highlighted Enhanced Communication & Coordination as a key area for improvement, emphasizing the need for stronger

engagement with partners, clearer referral pathways, and more transparent processes. Increased Accessibility and Service Expansion (**23%**) was another priority, with suggestions to expand multilingual support, introduce additional communication channels such as WhatsApp and SMS, and improve outreach in remote areas.

Additionally, **20%** of respondents pointed to Faster Response & Case Management, advocating for reduced call waiting times, quicker complaint resolution, and better tracking of referred cases. Capacity Building and Training (**18%**) was also identified as an area for improvement, with a focus on training staff and partners on handling feedback, complaint resolution, and referral mechanisms. Lastly, Technology & Efficiency Improvements (**14%**) were noted as a way to enhance data management, streamline internal processes, and integrate digital tools for more effective tracking and reporting.

These insights suggest that while Awaaz is a well-functioning platform, targeted improvements in communication, accessibility, response times, training, and technology could further strengthen its impact.



Figure 10: Awaaz's areas of improvement suggested by the respondents

Question 9: Have your project beneficiaries tried to call Awaaz but could not get through to an operator?

When respondents were asked whether their project beneficiaries had tried to call Awaaz but could not get through to an operator, **25%** stated that beneficiaries had faced difficulties reaching an operator, while **27%** reported no such issues. However, **48%** of respondents indicated that they do not know whether beneficiaries encountered accessibility challenges. These results suggest that while some difficulties exist, there may also be a lack of awareness or tracking regarding beneficiaries' experiences with Awaaz's hotline services.

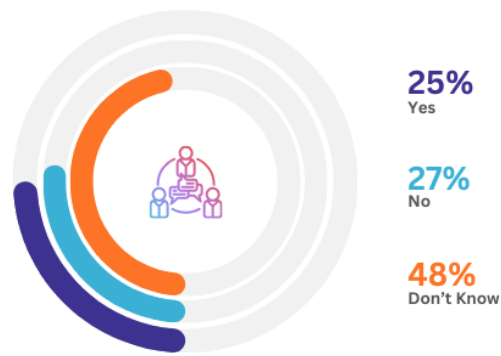


Figure 11: Respondent's response related to their ability to reach Awaaz

Question 10: What would make Awaaz a more effective feedback-response mechanism for your cluster/organization?

Respondents identified several areas for improvement to make Awaaz a more effective feedback-response mechanism. Faster response times and case follow-up (**23%**) emerged as the top priority, with a focus on quicker resolution and improved complaint tracking. Improved coordination and communication (**21%**) was also highlighted, emphasizing the need for stronger engagement with partners and clearer referral pathways.

Additionally, **19%** of respondents suggested expanding access and multichannel support, including introducing alternative communication methods such as WhatsApp and SMS to improve accessibility. Capacity building and awareness (**15%**) was seen as another key area, with recommendations for additional training sessions and awareness initiatives. Technology and data integration (**13%**) was also noted as an opportunity for enhancement, particularly in streamlining digital tools for better case management. Finally, **9%** of respondents emphasized the importance of strengthening accountability and transparency, advocating for clearer reporting mechanisms and improved follow-ups. These insights suggest that enhancing responsiveness, communication, accessibility, and technology would significantly strengthen Awaaz's impact as a feedback-response platform.



Figure 12: Suggestion on how to increase Awaaz's effectiveness as a feedback response mechanism

Question 11: Is Awaaz transparent regarding how many people utilize its services, visit its web pages, and how the monthly feedback analysis is used to advocate for crisis-affected people's feedback and concerns influencing humanitarian response decision-making?

42% of respondents stated that Awaaz is transparent, meaning they can access relevant data and reports on service utilization and feedback analysis. However, **28%** felt that while transparency exists, there is room for improvement, particularly in providing more detailed and frequent updates.

Meanwhile, **20%** of respondents reported a lack of awareness regarding Awaaz's transparency efforts, indicating a potential gap in how information is shared or accessed. Lastly, **10%** identified areas for increased transparency, recommending clearer reporting on service usage, website engagement metrics, and how feedback influences decision-making. These findings suggest that while Awaaz is largely perceived as transparent, improving communication and data accessibility could further enhance trust and engagement among stakeholders.



Figure 13: Suggestion on how Awaaz is transparent in terms of its services and monthly updates

Question 12: Do you feel your questions and requests to Awaaz have been answered in a timely and satisfactory manner?

The majority of respondents (87%) reported that their questions and requests to Awaaz have been answered in a timely and satisfactory manner, indicating a high level of confidence in the platform’s responsiveness. However, 13% stated that their inquiries were not addressed satisfactorily or in a timely manner, suggesting that while Awaaz is largely effective in responding to requests, there may still be areas for improvement in ensuring consistent follow-ups and timely resolutions for all stakeholders.

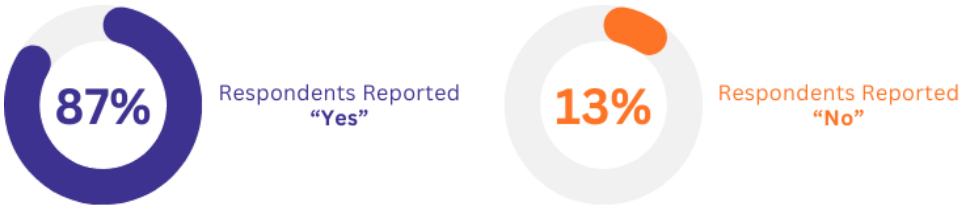


Figure 14: Respondents' feedback on the time taken for Awaaz to respond to questions and requests.

4.3. Analysis and Dashboard

Awaaz provides evidence-based datasets through an interactive dashboard (www.awaazaf.org), offering disaggregated data by gender, age, location, needs, and priorities. The dashboard serves as a critical tool for stakeholders, enabling them to assess humanitarian needs and gaps at both national and sub-national levels. By presenting real-time insights, Awaaz aims to support a more systematic approach to identifying, understanding, and addressing the challenges faced by crisis-affected populations.

Since its launch in May 2018, Awaaz has shared data through regular dashboard updates for situational awareness and case-by-case requests with relevant clusters and partners. Over time, the dashboard has evolved to enhance data accessibility, facilitate decision-making, and improve response coordination. The current survey evaluates how

effectively the dashboard meets these objectives, focusing on its usability, relevance, and ability to support humanitarian action.

Question 13: How many times in the last six months has your cluster/organization looked at the monthly feedback data analysis dashboard on the Awaaz website?

According to the figures below, the majority of respondents (**94%**) reported accessing the Awaaz monthly feedback data analysis dashboard at least once a month, indicating regular engagement with Awaaz’s data insights. However, **6%** stated that they have never accessed the dashboard, highlighting a potential gap in awareness or accessibility.

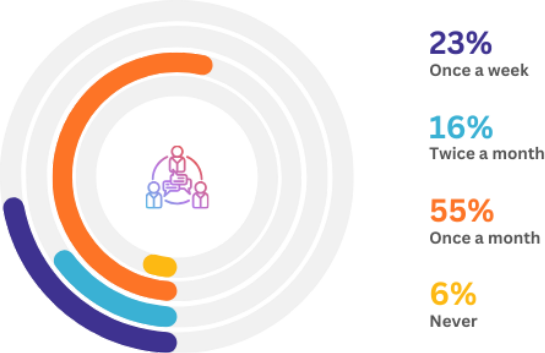


Figure 15: Respondents visited the Awaaz website in the last six months.

Question 14: If you never looked at the monthly feedback analysis dashboard on the Awaaz website, could you please state which are the reasons?

Among respondents who have never accessed the Awaaz monthly feedback analysis dashboard, **44%** stated that they recently started engaging with Awaaz and have not yet visited the website. **34%** were unaware of the dashboard’s existence, indicating a need for greater awareness. Additionally, **11%** cited other responsibilities or a busy schedule as a barrier, while another **11%** mentioned that they struggle with filtering information to find relevant insights. These findings suggest that increased awareness, guidance on dashboard navigation, and integration into regular workflows could encourage greater engagement.

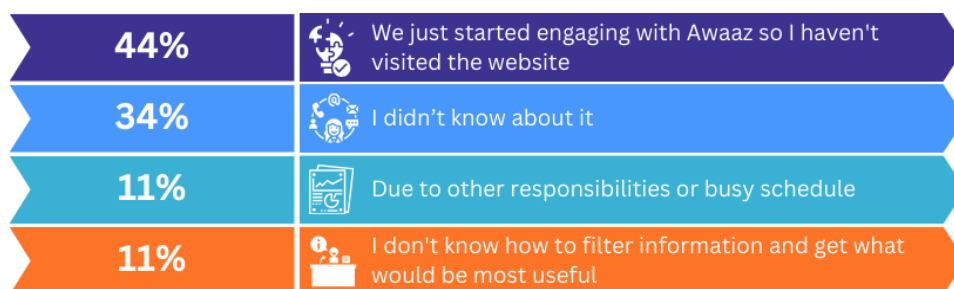


Figure 16: Respondents' feedback on the Awaaz dashboard.

Question 15: How does your organization use the feedback information on the dashboard?

Organizations utilize feedback information from the Awaaz dashboard in multiple ways to enhance their operations and decision-making processes. The majority (**74%**) reported using it to improve planning and strategies, ensuring that programs are more responsive to community needs. **69%** stated that the data helps strengthen communication channels with project participants, enabling better engagement and responsiveness.

Additionally, **62%** of respondents use the dashboard to inform decision-makers within their organizations for better programming and project planning, while **61%** rely on it as a reference for donor reporting, demonstrating its value in accountability and transparency. **58%** of organizations utilize the insights to establish evidence-based approaches, reinforcing data-driven decision-making.

Furthermore, **51%** reported using the dashboard to refine policies and priorities, ensuring alignment with emerging needs, while **50%** stated that they use it to triangulate feedback with their internal complaint mechanisms, improving the integration of feedback across multiple platforms. These findings indicate that Awaaz's dashboard serves as a critical tool for planning, communication, reporting, and policy development, supporting organizations in delivering more effective humanitarian responses.



Figure 17: How respondents use the information on Awaaz's dashboard.

Question 16: How could the dashboard and analysis be made more useful for your cluster/ organization?

Respondents suggested several ways to enhance the usefulness and functionality of the Awaaz dashboard and analysis. Many emphasized the need for **customizable filters and data views** that allow organizations to tailor reports based on specific sectors, geographic regions, project types, or feedback categories. Some also recommended **real-time data updates** to ensure users can access the most current trends and insights, enabling faster response times.

Another key suggestion was **improving data visualization and usability** by integrating interactive charts, heatmaps, and trend analysis tools to make complex data easier to interpret. Several respondents also highlighted the value of **automated reports and alerts**, which would help organizations stay informed about critical issues without needing to manually check for updates. Additionally, **training sessions and user guides** were proposed to help organizations navigate and maximize the dashboard's capabilities effectively.

To further enhance coordination, respondents recommended **better integration** with **existing reporting tools** and **improved accessibility**, such as **mobile-friendly features** and **exportable reports** in formats like PDF or Excel. Others suggested feedback-tracking mechanisms that allow organizations to monitor **how complaints and feedback are addressed over time**, ensuring greater accountability and

responsiveness. By implementing these improvements, Awaaz’s dashboard could become a **more powerful and user-centric tool for data-driven decision-making**.

Question 17: To what extent is Awaaz efficiently and effectively providing two-way communication between crisis-affected people and your organization?

The majority of respondents rated Awaaz’s ability to facilitate two-way communication between crisis-affected people and their organizations positively. **30%** described it as excellent, while **54%** rated it as good, indicating that Awaaz is largely effective in ensuring seamless communication. Additionally, **14%** of respondents considered it fairly good, suggesting there is some room for improvement. Only **2%** rated Awaaz’s two-way communication as not good at all, indicating minimal dissatisfaction. These results highlight that while Awaaz is generally seen as an effective communication platform, further refinements could enhance its responsiveness and interaction with stakeholders.

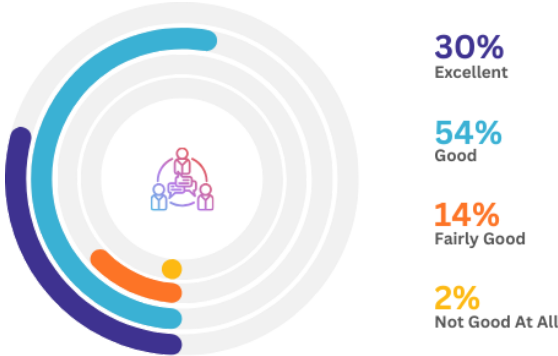


Figure 18: Respondents' perception of the efficiency of Awaaz in providing two-way communication between crisis-affected people

4.4. Referrals and Relationships

Communicating with and providing timely information to people affected by crises remains a critical, lifesaving priority. Awaaz Afghanistan continues to enhance the humanitarian response by facilitating information exchange between affected populations and humanitarian actors, collecting and disseminating data on urgent needs, and addressing complaints and feedback effectively.

As engagement and coordination with partners evolve, the need for a more structured and transparent referral system has become increasingly important. Recent survey findings indicate that coordination frequency has improved, with a greater share of respondents reporting monthly engagement. However, there is still demand for enhanced structured coordination mechanisms, including regular updates on referrals, improved data-sharing platforms, and more interactive engagement with partners.

Awaaz has taken steps to strengthen its information management systems to present data in a more informative and actionable way for its partners. Continuous improvements have been made to optimize referral pathways, including efforts to automate and enhance case tracking, information sharing, and dashboard updates. While most respondents expressed satisfaction with the timeliness and usability of Awaaz’s referral platform, they also suggested further streamlining processes, enhancing tracking systems, and integrating automated notifications to improve efficiency.

To assess partner satisfaction with Awaaz’s coordination and collaboration, respondents were invited to recommend improvements. Their feedback emphasized the need for more structured engagement, expanded digital integration, and increased transparency in reporting referral outcomes. Overall, while Awaaz has made significant strides in strengthening referrals and relationships, ongoing refinements in communication, tracking, and collaboration mechanisms will further enhance its effectiveness in supporting crisis-affected communities

Question 18: How frequently does Awaaz coordinate (Referrals & information sharing) with your cluster/WG/Sub-WG/organization?

The chart shows the frequency with which Awaaz coordinates referrals and information sharing with clusters, working groups (WG), sub-working groups (Sub-WG), and organizations. **51%** of respondents reported that Awaaz coordinates with them every month. **35%** indicated that coordination occurs quarterly, while **11%** said it happens semi-annually. Lastly, **3%** of respondents said that Awaaz coordinates with their organization annually. These figures suggest that the majority of organizations

experience regular coordination with Awaaz, with monthly interactions being the most common.

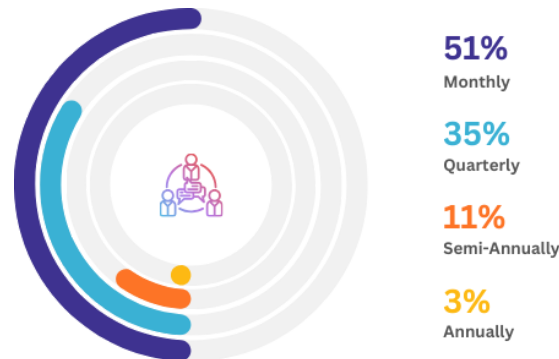


Figure 19: Awaaz coordination frequency with clusters, working groups, sub-working groups, and organizations.

Question 19: How can Awaaz improve its engagement and coordination with partners/Clusters/WG/Sub-WG/your organization?

Respondents suggested that Awaaz could strengthen engagement by **conducting regular coordination meetings** with partners, clusters, and working groups to share updates, address challenges, and enhance collaboration. Many emphasized the importance of **structured engagement**, including **monthly or quarterly meetings**, where organizations can exchange feedback, discuss best practices, and work collectively on improving coordination. Some also highlighted the need for **dedicated focal points** within Awaaz to serve as direct liaisons for different organizations.

Another key recommendation was **enhancing communication channels and transparency**. Respondents suggested **timely updates on referrals** and **clear reporting mechanisms** to ensure that partners are consistently informed. Some also proposed integrating **joint planning sessions** to improve alignment between Awaaz and partner organizations. Additionally, **capacity-building workshops** were identified as valuable tools to enhance understanding of Awaaz's processes and referral systems.

To further strengthen engagement, respondents recommended **leveraging digital tools**, such as **shared dashboards and online meetings**, to facilitate quicker decision-making and real-time feedback sharing. Some also suggested **greater participation in humanitarian coordination forums** to align with ongoing sector

priorities. Overall, the responses indicate that **more structured communication, regular interactions, and stronger collaboration mechanisms** would enhance Awaaz’s effectiveness in engaging with its partners.

Question 20: How many cases has Awaaz referred you through its referral pathway?

Respondents were asked about the number of cases referred to them. Of these, the majority of respondents (**83%**) reported receiving between 1 and 100 cases through Awaaz’s referral pathway, while **15%** indicated they had received between 100 and 200 cases. A very small proportion (**1%**) stated they had been referred 200–300 cases, and another **1%** reported receiving more than 300 cases.

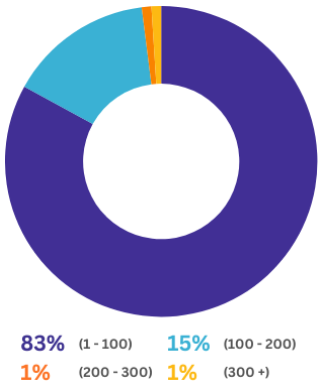


Figure 20: Number of cases referred by Awaaz

Question 21: How satisfied are you with the timeliness of the referrals?

The majority of respondents (**96%**) expressed satisfaction with the timeliness of Awaaz’s referrals, with **52%** indicating they are highly satisfied and **44%** stating they are moderately satisfied. A small portion, **4%**, indicated that they were not satisfied at all suggesting that while Awaaz generally meets expectations in referral timeliness, there is still room for improvement in ensuring more consistent and timely case handling.

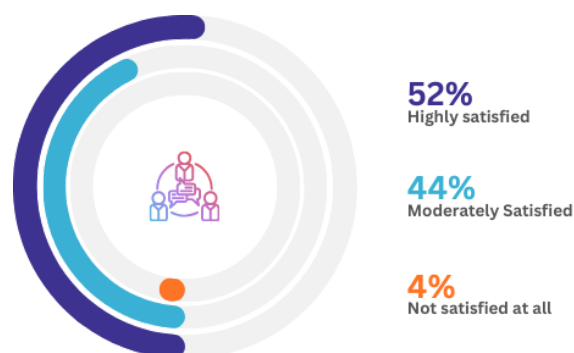


Figure 21: Awaaz timeliness of referrals.

Question 22: How satisfied are you with the information that Awaaz provides you in order to allow you to take action?

The majority of respondents expressed satisfaction with the information Awaaz provides to facilitate action. **57%** reported being highly satisfied, while **41%** indicated they were moderately satisfied. A small percentage (**2%**) stated they were not satisfied at all, suggesting that Awaaz is generally effective in delivering relevant information.

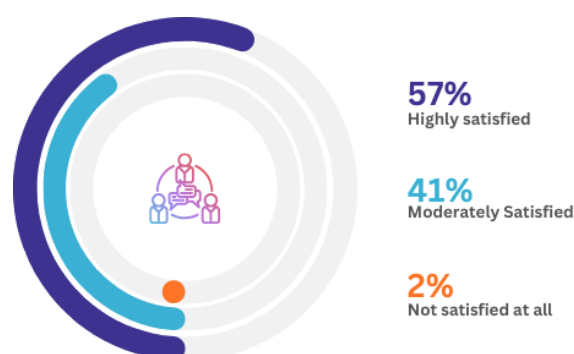


Figure 22: Respondents' satisfaction with information provided by Awaaz.

Question 23: How satisfied are you with the relevancy of the information Awaaz provides you?

A combined **99%** of respondents reported being satisfied with the relevancy of the information provided by Awaaz. **51%** reported being highly satisfied, while **48%** indicated they were moderately satisfied. Only **1%** of respondents stated they were not satisfied at all, demonstrating that Awaaz is largely successful in delivering useful and relevant information to its stakeholders.

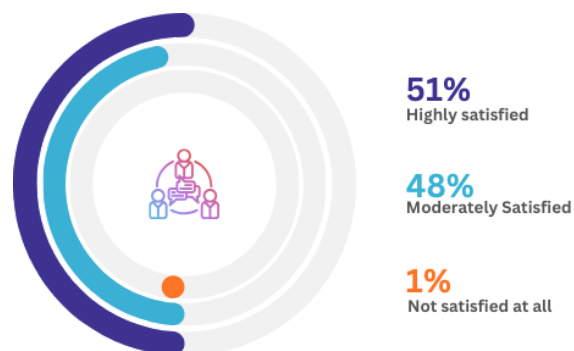


Figure 23: Respondents' satisfaction with the relevancy of information provided by Awaaz.

Question 24: How satisfied are you with the specified timeline to address referrals/feedback/complaints?

The responses indicate that Awaaz's timeline for addressing referrals, feedback, and complaints is well received. **49%** of respondents reported being highly satisfied, while another **49%** stated they were moderately satisfied. A small percentage (**2%**) expressed dissatisfaction, reflecting minimal concerns.

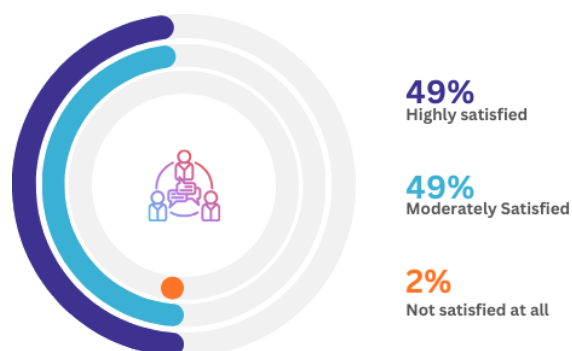


Figure 24: Respondents' satisfaction towards the callers' contact information Awaaz provided to address referrals/feedback/complaints.

Question 25: How satisfied are you with Awaaz's response to the feedback you provide on any aspect of its operations?

The chart reflects the level of satisfaction with Awaaz's response to feedback on its operations. **55%** of respondents reported being highly satisfied, while **45%** stated they were moderately satisfied. Notably, no respondents reported dissatisfaction. The results

suggest that Awaaz is effectively addressing stakeholder feedback and maintaining a strong level of responsiveness in its operations.

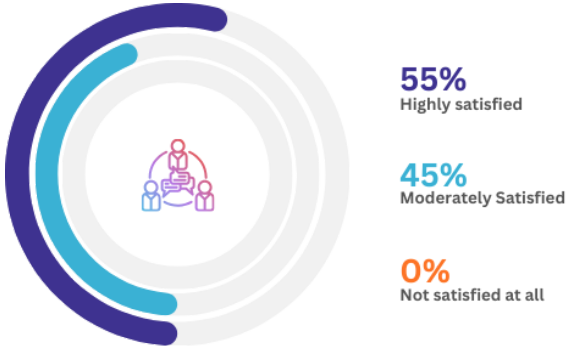


Figure 25: Respondents' satisfaction with the responses provided by Awaaz.

Question 26: How satisfied are you with the usability of the Awaaz referral platform?

The majority of respondents expressed satisfaction with the usability of the Awaaz referral platform. **67%** reported being highly satisfied, while **31%** stated they were moderately satisfied. A small percentage (**2%**) indicated they were not satisfied at all. These findings indicate that Awaaz's referral platform is largely user-friendly and effective, though there may be some areas for further optimization.

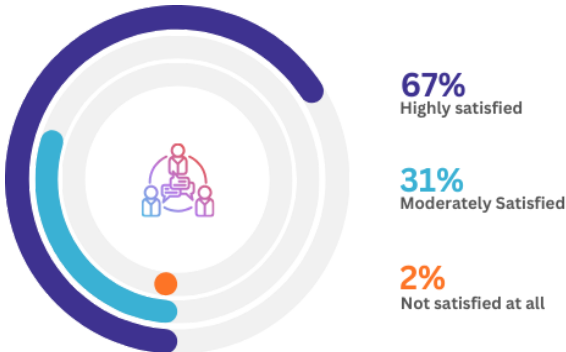


Figure 26: Respondents' satisfaction with the referral platform.

Question 26.1: How can Awaaz improve its referral platform?

Respondents suggested several ways Awaaz can improve its referral platform, starting with **streamlining the referral process** to make it more user-friendly and efficient. Many emphasized the need for a **simplified submission and tracking system** that

allows organizations and beneficiaries to navigate the process more easily. They also highlighted the importance of **real-time tracking features**, which would enable stakeholders to monitor referral status and ensure greater transparency and accountability. Additionally, some respondents recommended implementing **automated updates and notifications** via email or SMS to keep partners informed about referral progress and reduce the need for manual follow-ups.

Another common suggestion was to **strengthen coordination and communication** between Awaaz and partner organizations. Respondents pointed out that more **structured engagement and follow-ups** on referred cases would help ensure timely action and prevent delays. Many recommended **regular coordination meetings** to improve case resolution, as well as better **data-sharing mechanisms** to enhance collaboration. Some also suggested integrating the referral system with **partners' CRM or FRM systems**, which could improve efficiency, reduce duplication, and enhance case management.

Lastly, respondents highlighted the need for **capacity-building initiatives** to ensure organizations can fully utilize the platform. Many suggested that Awaaz provide **training sessions and awareness programs** to help partners understand how to navigate the system effectively. Additionally, improving the **user interface and accessibility**—such as offering **multilingual support** and **mobile-friendly features**—was seen as a way to make the platform more inclusive and easier to use. Overall, respondents believe that by addressing these areas, Awaaz can significantly enhance the effectiveness, responsiveness, and impact of its referral platform.

Question 27: To what extent is Awaaz effective in improving the CRM - FRM system of your organization?

The graph indicates the extent to which Awaaz is effective in improving the CRM-FRM system of respondents' organizations. **61%** reported being highly satisfied, while **36%** stated they were moderately satisfied. A small percentage (**3%**) indicated they are not satisfied at all with Awaaz's impact on their CRM-FRM systems. These insights reflect that Awaaz is widely recognized for its effectiveness in strengthening CRM-FRM systems,

contributing to better feedback management and referral processes within organizations.

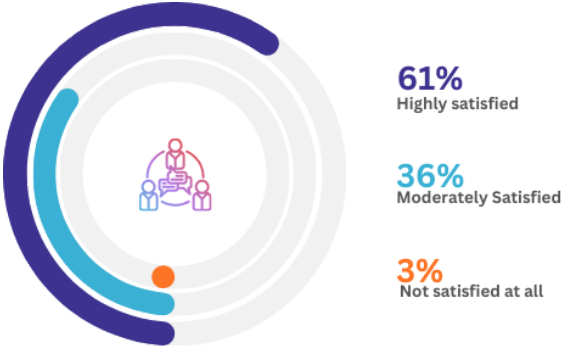


Figure 27: Respondents' rating on Awaaz's effectiveness in improving the CRM - FRM system

5. Recommendations

In this survey, the majority of humanitarian partners and agencies shared their thoughts related to the improvement initiatives that Awaaz can implement. While the level of satisfaction reported here is very gratifying, there is still room for improvement. The respondents perceive improvements in Awaaz's performance, particularly in the following priority areas:

- Enhance training and awareness by conducting regular sessions for partners on referral pathways, accountability, and feedback mechanisms.
- Improve coordination and communication through structured quarterly meetings, timely referral updates, and better engagement with partners.
- Expand accessibility and outreach by increasing multilingual support, community engagement, and alternative communication channels like WhatsApp and SMS.
- Optimize the referral system with real-time tracking, automated notifications, and reduced call wait times to improve efficiency.
- Enhance dashboard usability and data sharing by providing customizable data filters, mobile-friendly features, and automated reports.
- Strengthen accountability and transparency by implementing clearer feedback loops, publishing referral outcome reports, and increasing partner engagement.
- Leverage technology for service improvements with AI-driven chatbots, automated case management, and better integration with partner CRM systems.
- Ensure continuous feedback and evaluation by conducting regular perception surveys, monitoring trends through data analytics, and refining services based on partner input.

6. Conclusion

The second round of the Awaaz Afghanistan Partner Satisfaction Survey 2024 offers valuable insights into partner perceptions, satisfaction levels, and areas for improvement in Awaaz's services. The findings reflect strong engagement and trust in Awaaz as a vital interagency communication and accountability mechanism, with the majority of respondents expressing high satisfaction with its referral pathways, information sharing, and coordination efforts.

The results also indicate notable improvements in service delivery, particularly in enhancing transparency, streamlining referrals, and strengthening partnerships—closely aligning with feedback from the first survey round.

However, the survey identifies key areas that require further enhancement, including expanding accessibility, improving the usability of the dashboard by introducing customizable filters, interactive charts, and mobile-friendly access; optimizing referral tracking, and increasing engagement with partners in remote areas. Respondents emphasized the need for greater coordination, clearer feedback loops, and increased awareness efforts, particularly regarding Awaaz's policies, referral mechanisms, and data-sharing capabilities.

To continue building on these improvements, Awaaz will focus on enhancing communication and awareness, increasing training sessions and workshops for partners, and optimizing the referral process with better tracking and follow-ups. Additionally, expanding alternative communication channels such as WhatsApp, SMS, and email, improving dashboard usability, and strengthening accountability mechanisms will further support efficient service delivery and partner engagement.

By implementing these improvements, Awaaz will continue to evolve as a responsive, transparent, and effective communication and accountability platform, ensuring that both humanitarian partners and affected communities benefit from a stronger feedback and referral system.

7. Way Forward

Awaaz remains dedicated to continuous improvement and adaptation to meet evolving response needs. As a cross-sectoral, two-way communication and accountability platform, it will continue to serve both people in need and humanitarian partners effectively. However, Accountability to Affected People (AAP) is a shared responsibility. Awaaz relies on partners for timely information sharing about their programs and swift responses to referrals, ensuring an effective and closed feedback loop that strengthens trust and responsiveness.

While Awaaz already implements diverse outreach strategies, efforts will be further enhanced and refined based on survey recommendations. In the coming period, Awaaz will expand its engagement initiatives, introducing regular and ad hoc training sessions to better equip partners with knowledge on referral processes, data-sharing mechanisms, and feedback management.

Awaaz will further strengthen partner engagement to boost awareness, increase website visits, and improve access to key information, fostering collaboration, transparency, and effective system use.

Awaaz's referral system remains central and core of its operations, with ongoing quality assurance to ensure accurate and actionable community feedback reaches partners. To enhance efficiency, Awaaz plans to strengthen operator capacity and upgrade technology and tracking systems for faster response times. However, sustaining these improvements depends on the 2025 funding outlook, with priority given to maintaining current capacity.

Given the high volume of cases recorded daily and current resource constraints, Awaaz will prioritize service quality and effectiveness to maximize its impact. However, the success of the mechanism remains heavily dependent on partners' responsiveness, particularly in timely information sharing and follow-up on referrals. Strengthening this collaboration is crucial to ensuring that Awaaz continues to serve as a key pillar of Afghanistan's response infrastructure, effectively addressing both immediate humanitarian needs and long-term resilience goals.

Document Information

Revision History

Date	Name	Title	Contribution
24 February 2025	Nasratullah Omed	Communications and Reporting Officer	Drafted the document
27 February 2025	Edrees Omed	Project Manager	Reviewed
09 March 2025	Maria Casiana Stama	Programme and Partnerships Specialist	Reviewed
09 March 2025	Azusa Chiba	Head of Programme	Final approval

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Annexes

Annex I: Survey Questionnaire

Partner satisfaction survey questionnaire ([Link](#))

Annex II: Partners list

#	Organization Name	Abbreviation
1	Première Urgence Internationale	PU-AMI
2	Humanitarian Organization for the People of Afghanistan	HOPA
3	Just for Afghan Capacity and Knowledge	JACK
4	International Organization for Migration	IOM
5	Medical Management and Research Courses for Afghanistan	MMRCA
6	Rural Rehabilitation Association for Afghanistan	RRAA
7	ActionAid Afghanistan	ActionAid
8	Health Cluster	Cluster
9	Aid Trends Organization Afghanistan	ATOA
10	Norwegian Church Aid	NCA
11	New Way Social & Development Organization	NSDO
12	CESVI Foundation ETS	CESVI
13	United Nations Office for Project Services	UNOPS
14	Concern Worldwide	Concern Worldwide
15	Works Friendly for Peace Organization	WFPO
16	National Organization of Initiative and Action	NOIA
17	Organization for Community Coordination and Development	OCCD
18	Afghanistan Development Assistance Organization	ADAO
19	Bu Ali Rehabilitation and Aid Network	BARAN
20	Medair	Medair
21	Women Cooperation Organization for Development	WCOD

22	Aga Khan Health Services	AKHS
23	Agency for Technical Cooperation and Development	ACTED
24	Community Driven Development organization	CDDO
25	CIC/Street-Child	CIC
26	Rehabilitation and Welfare Development Organization for Afghanistan	RWDOA
27	The HALO Trust Afghanistan	HT
28	Agency For Assistance And Development For Afghanistan	AADA
29	World Vision International	WVI
30	United Nations High Commissioner for Refugees	UNHCR
31	Hand in Hand Afghanistan	HIHAO
32	United Nations Children's Fund	UNICEF
33	Japan Emergency NGO	JEN
34	Coordination of Humanitarian Assistance	CHA
35	Society Empowerment Organization	SEO
36	Your Voice Organization	YVO
37	Organization for Relief Development	ORD
38	Citizens` Organization for Advocacy and Resilience	COAR
39	Organization for people's health in Action	OPHA
40	Afghan Youth Services Organization	AYSO
41	HealthNet TPO	HNTPO
42	AfghanAid	AfghanAid
43	Hungarian International Aid	HIA
44	Sustainable Goals Organization for Afghanistan	SGOA
45	Bakhter Development Network	BDN
46	Kandahar Refugee Organization	KRO
47	Help – Hilfe zur Selbsthilfe e.V.	Help Germany
48	Accessibility Organization for Afghan Disabled	AOAD
49	Organization for Afghan Women Capacity and Knowledge	OAWCK

50	Women for Afghan Women	WAW
51	ACBAR, AAP-WG	Cluster
52	Welthungerhilfe	WHH
53	Women's Activities and Social Services Association	WASSA
54	Food Security and Agriculture Cluster	Cluster
55	Rah-e-Rahnaward Social Welfare Organization	RRSWO
56	International Psychosocial Organization	IPSO
57	People in Need	PIN
58	Norwegian Afghanistan Committee	NAC
59	Organization of Human Welfare	OHW
60	Skills Training and Rehabilitation Society	STARS
61	Shantee Volunteer Association	SVA
62	Action for Welfare and Development of Rural Environment Organization	AWDREO
63	Islamic Relief Afghanistan	IRW
64	International Committee of the Red Cross	ICRC
65	Solidarity for Afghan Families	SAF
66	Afghanistan Development and Welfare Services	ADWSO
67	Afghan Peace-Builders Humanitarian Organization	APBHO
68	Organization for Social and Economic Development	OSD
69	Medical Aid Here and Now	MAGNA
70	United Nations Human Settlements Programme	UN-Habitat
71	Danish Committee for Aid to Afghan Refugees	DACAAR
72	Afghan Social Organization for Women	ASOW
73	CARE International	CARE
74	Humanitarian Response and Recovery Organization for Afghanistan	HRROA
75	Afghan Amputee Bicyclists for Rehabilitation and Recreation	AABRAR
76	Aga Khan Agency for Habitat	AKDN
77	War Child UK	War Child UK

78	Future Generations Afghanistan	FGA
79	Green Afghanistan Agriculture and Livestock Organization	GAALO
80	Afghan Development Association	ADA
81	Food and Agriculture Organization	FAO
82	Afghanistan Rehabilitation and Women Education Organization	ARWEO
83	New Consultancy and Relief Organization	NCRO
84	Sound Humanitarian, Participatory and Organizational Uplift	SHPOUL
85	Creative Think for Change Organization	CTCO
86	La Chaîne de l'Espoir	CDE
87	Afghan Women Skills Development Center	AWSDC
88	Green Social Research Organization	GSRO
89	Organization for Promotion of Health and Community Development	OPHCD
90	Equality for Peace and Development Organization	EPDO