# Closing the Loop on What We Heard in 2024

We heard you! Here's what Listen4Good is doing based on feedback we received from participating L4G organizations in 2024.

L4G is Meeting Organizations' Needs

66% of organizations that gave us feedback in 2024 are promoters and 79% said that L4G is meeting their needs very or extremely well. Organizations' feedback skills are growing, which has translated into 88% of organizations making or planning to make changes to program offerings, operations, staff-client interactions, or new services in response to feedback.

66%

24%

10%

Detractors   Passives   Promoters

(N=62)
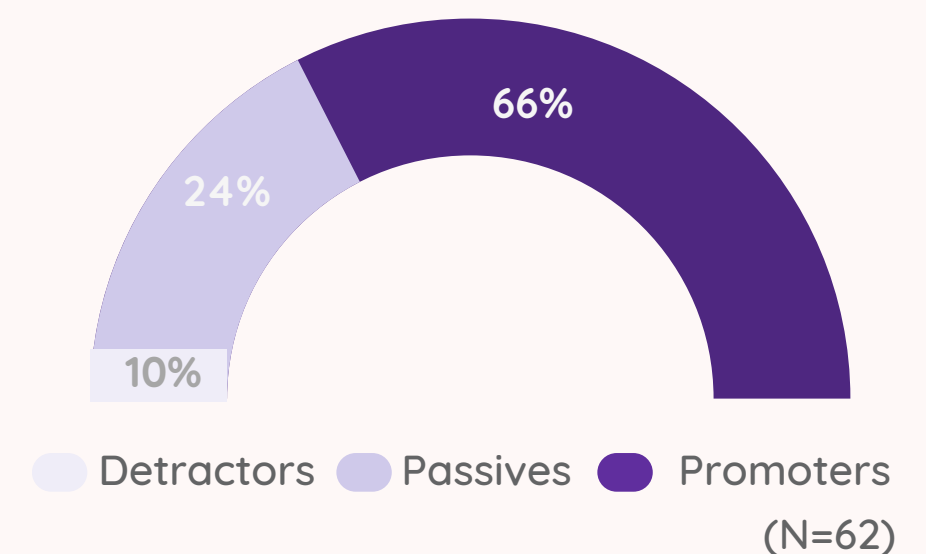
Overall, how well has L4G met your organization's needs?

● Not well at all   ● A little bit   ● Fairly well   ● Very well   ● Extremely well

| 2% | 6% | 13% | 47% | 32% |

(N=62)
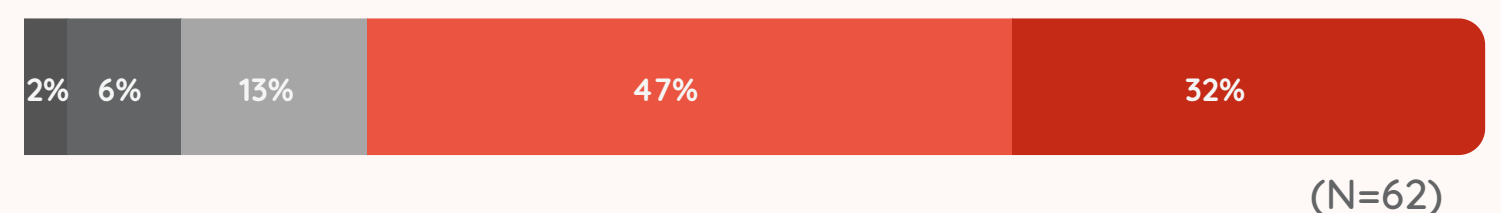
WHAT CAN WE DO BETTER?

In 2024, we made many updates to improve organizations' experience in response to feedback:

- **Improved web app navigation** by clarifying to-dos and spotlighting key resources for each step

- **Updated resources** to make implementation of feedbacks loop easier, including:
  - New step-based planners to organize and identify key insights from feedback data and share findings with your team
  - Updated starter translations to make using translations quicker
  - Updated feedback training checklist to support staff transitions
  - A new standard starter codebook that makes qualitative analysis easier
  - More templates for staff emails, survey results presentations, and close-the-loop messages

- **Added a new survey template!** Our community survey template gathers needs and priorities from community members and prospective clients

- **Added Advanced programs** so organizations can build on their feedback momentum after participating in L4G Premium or Online+

In 2025, we're continuing to respond to your feedback, with changes including:

- **Adjusting the structure of Step webinars and other peer learning spaces** by increasing time spent in peer learning and integrating 'choose your own' breakout rooms for a more personalized learning experience

- Launching **video tutorials** to support users to add survey translations and create collectors

- Improving our **coaching to support organizations to make equity-centered changes**