

Twilio for humanitarian response

Design, build, and scale the communications you need to get help to people right when they need it.



Image Source: Tarjimly

Contents

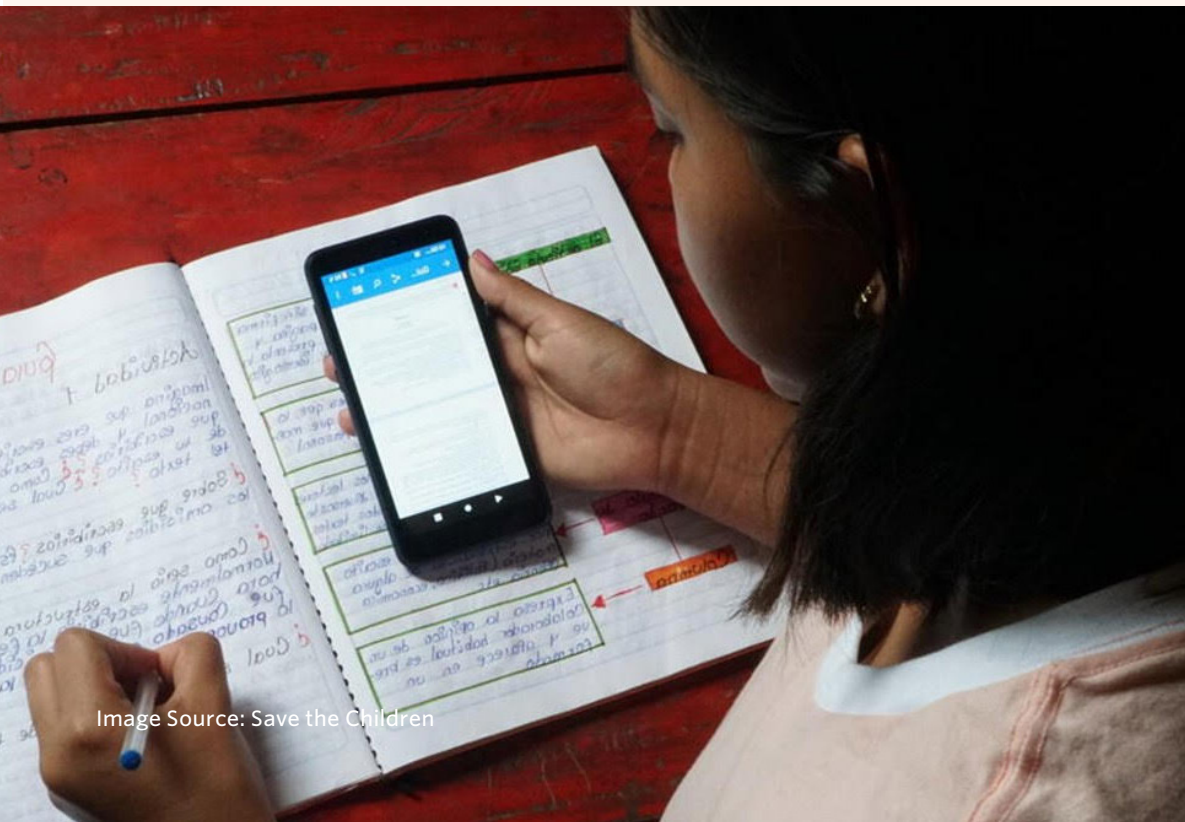
Introduction	3
Contact centers, messaging, and chatbots: three ways humanitarian organizations scale their impact	4
Provide help and resources on any digital channel and at any time	5
Scale and meet needs faster with a cloud contact center	7
Provide cash assistance at scale over SMS and WhatsApp	9
Build life-changing communications with Twilio	11
Get started today	13

Introduction

[345 million people](#) are estimated to need humanitarian assistance and protection in 2023. The United Nations OCHA sees this number continuing to grow significantly over the past few years. With large-scale crises becoming increasingly regular, humanitarian organizations must adapt rapidly to meet growing needs.

Communication plays a vital role in every humanitarian program: whether it's coordinating volunteers to deliver meals, providing important public health information to hard-to-reach communities, or connecting refugees to a path to safety. When NGOs are working to solve some of the world's most complex humanitarian problems, it's imperative that the right communications reach the right person at the right time.

Complex humanitarian crises are often matched with complex obstacles for communication. Emergencies arise quickly, and demand a rapid response. Diverse populations require diverse methods of outreach. In this brief, we share how humanitarian organizations use digital communications to help more people in need.



Contact centers, messaging, and chatbots: three ways humanitarian organizations scale their impact



Effective and trusted communication is crucial for delivering aid to people experiencing a humanitarian crisis. However, it is often in situations when communication is needed most that communications become most challenging. For example, program participants have variable access to digital devices such as cell phones, come from diverse cultural backgrounds, and often live in areas with challenging communications infrastructure. Each of these characteristics make already complicated response programs even more difficult.

Using Twilio, humanitarian organizations create innovative solutions to bridge this digital divide and increase the efficacy of their programs. Learn how teams all over the world transform the scale of their impact by implementing scalable messaging bots & interactive voice response (IVR), cloud contact centers, and text messaging.

Provide help and resources on any channel and any time using IVR, bots, and channels

Humanitarian organizations serve people globally, spanning time zones, languages, channel preferences, digital access, and levels of literacy. Using Twilio's IVR, messaging bots, and communication channels, your team can customize a communication flow that's exactly right for your audience, and create templates that you can scale across global teams.

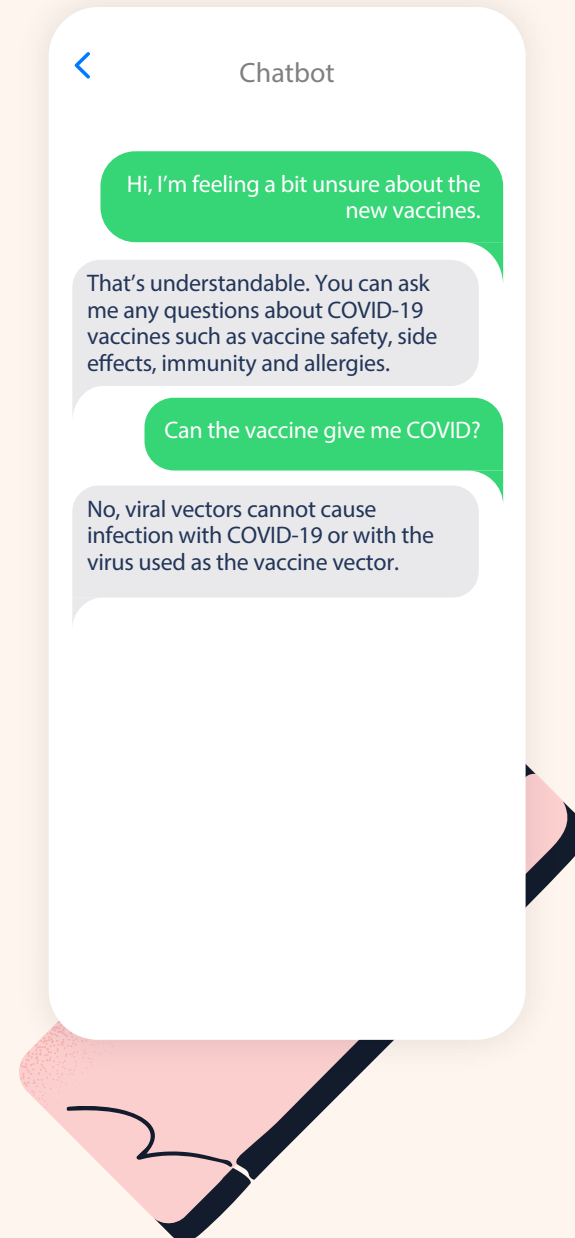
As one of the largest humanitarian organizations in the world, **Save the Children** regularly supports diverse communities. Their communications must be specific to the context without duplicating their efforts in each locality. Instead of building one-off solutions to support different programs, Save the Children built a communications platform that teams globally could easily customize to meet their unique needs. Using [Twilio Studio](#), Save the Children created SMS and WhatsApp bots using common messaging frameworks, such as a COVID-19 informational chatbot that provides fact-based information from trusted sources. Save the Children's teams can now adapt message content to support local languages and cultural contexts, allowing them to scale and move quickly to meet growing needs.



Image Source: Save the Children

With **Twilio's solutions for IVRs and bots** you can:

- Enable people to contact you on the channels they prefer, like text, voice, and WhatsApp, 24/7
- Build a solution within days and scale to the size of any population
- Empower your local teams to customize messaging bots for local languages and program needs
- Turn an automated interaction into a two-way conversation with a volunteer or staff member seamlessly



Scale and meet needs faster with a cloud contact center

Every second counts when connecting people to the necessary resources. Using Twilio Flex, the fully customizable contact center platform, you can consolidate your channels, conversations, teams, and program participants into one powerful platform, allowing you to make essential connections faster than ever.

With the onset of the COVID-19 pandemic, the **Norwegian Refugee Council (NRC)** reviewed how they could deliver aid without being physically present. In order to provide information and support to people in countries such as Colombia, Ecuador, Panama, Myanmar, and Libya, NRC needed to enable people to contact them via Voice, SMS, and WhatsApp, while enabling staff to field calls from their laptops, wherever they resided. NRC partnered with Twilio and Zing, a [Twilio implementation partner](#), to build a cloud contact center solution they could customize for each country. The results they saw exceeded their expectations. For example, NRC expected the Libyan contact center to manage 400 calls a week, but received over 20,000 calls in its first two weeks of operation. Using [Twilio Flex](#) NRC was able to rapidly customize and deploy communications to get resources where they are needed most.

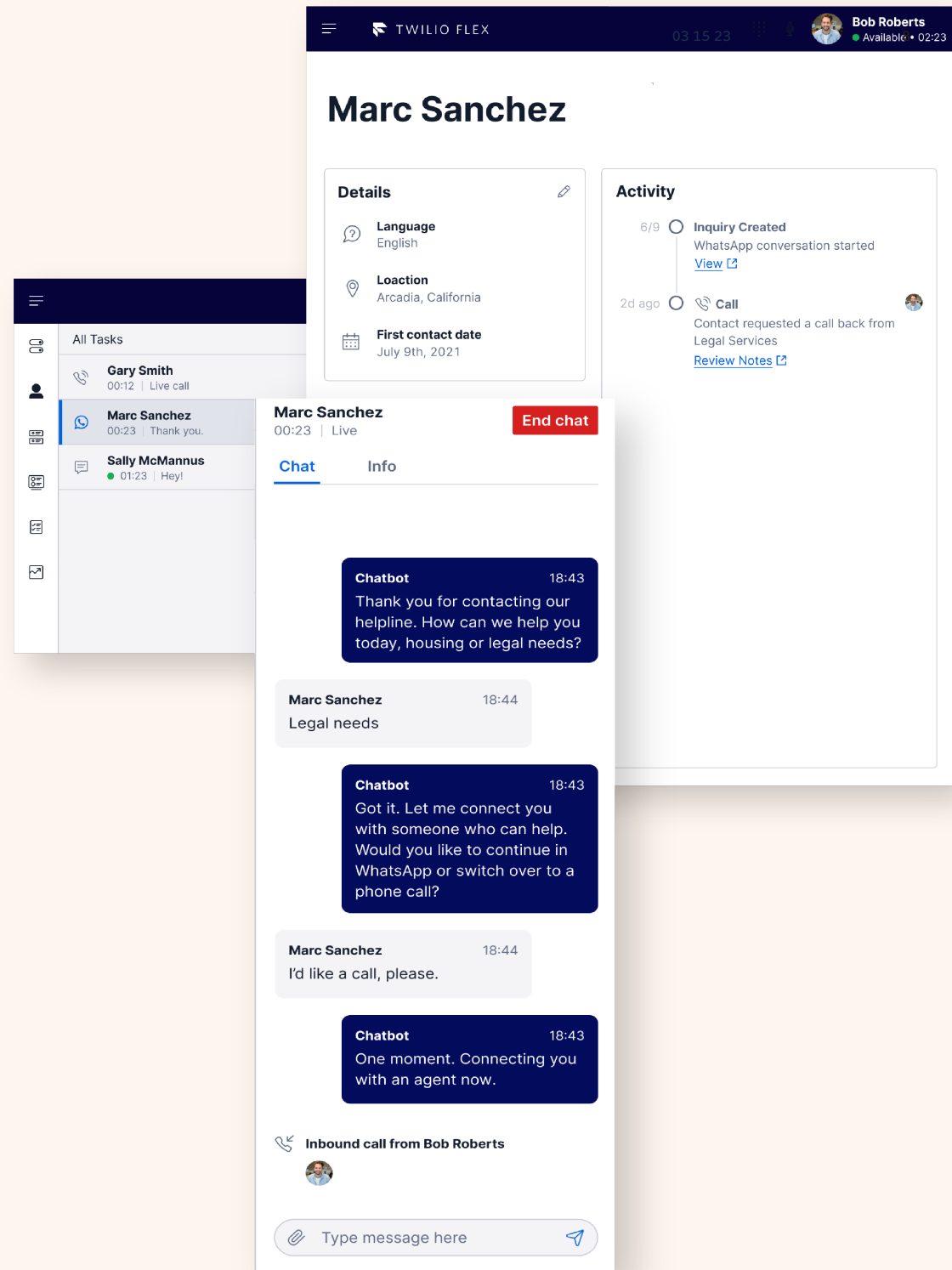


With **Twilio Flex**, you can:

- Quickly gather context from your program participants and automatically route people to the right staff member to help
- Access local phone numbers in more than 100+ countries, or bring your own local connectivity to Twilio
- Dispatch help and track outcomes in real time
- Customize every aspect of your omnichannel helpline, adapt to changes as they occur, and scale your communications to support people wherever they are

“ Our goal was to ensure that those whose need for help was even greater during the pandemic crisis could continue to get assistance. Working with Twilio, NRC has been able to achieve this by taking advantage of digital communications to reach more people faster and with greater efficiency.”

Paul Cornu, Emergency Response Advisor, Norwegian Refugee Council



Provide cash assistance at scale over SMS & WhatsApp

Humanitarian organizations have learned that people who've been displaced from their homes often prefer direct cash vouchers to other forms of aid. Using Twilio messaging, organizations can efficiently collect information to determine eligibility, validate identity, and provide notifications about cash deposits to meet the needs of those impacted by major crises.

Soon after the war in Ukraine began, eight million people fled their homes into neighboring countries. As the world's largest humanitarian network, the International Federation of Red Cross and Red Crescent Societies (IFRC) needed a technology partner who could quickly and efficiently register the millions looking for support. Before digital registration, it took a volunteer or staff member far longer to connect with fewer people. With digital registration over SMS or WhatsApp, organizations now know the needs of the people they are seeking to help, much more efficiently, and with less wasted effort.

IFRC uses Twilio's programmable messaging system to send status updates and notifications to those who have requested cash assistance. With Twilio programmable messaging, the IFRC can handle the volume of inquiries for support and understand what each unique person needs - whether its services, like a bus ride across the border, or goods like clothing or medicine. Providing cash assistance to those fleeing conflicts, war zones, and regions impacted by the climate crisis is not new - but doing it at this scale is new.

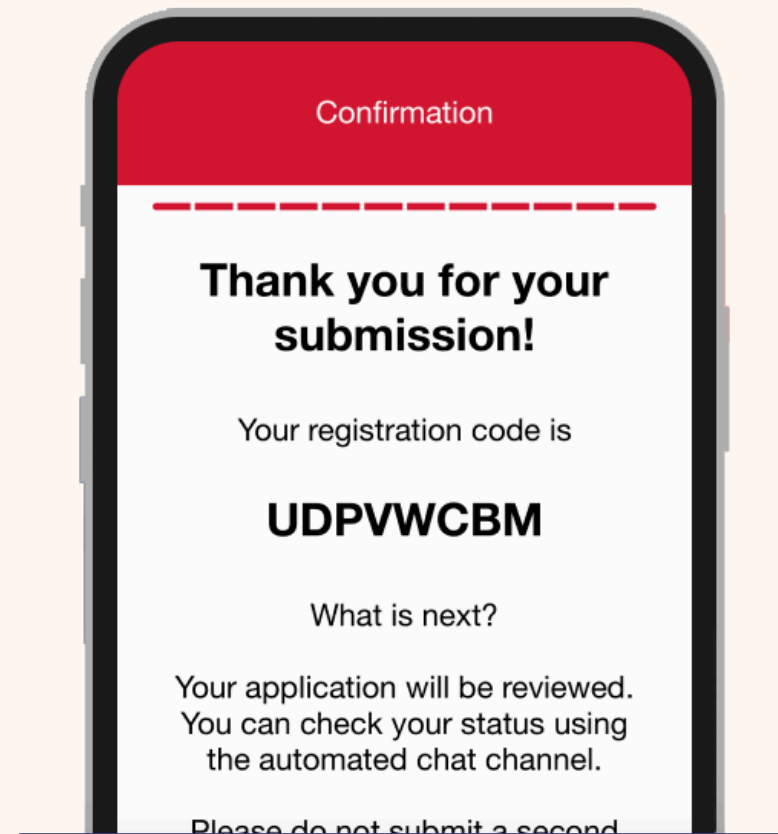


With **Twilio Programmable SMS**, you can:

- Quickly conduct a needs assessment over mobile phones to understand the scale and severity of the crisis
- Enable eligible individuals to request access to cash assistance through popular digital channels, including text, WhatsApp and voice
- Build on top of your existing CRM and cash management systems, such as Red Rose and Stripe, and easily manage requests and disbursement at scale
- Maintain communication with displaced individuals through automated notifications of resources

“When people have been displaced, they need more than material goods, they need a sense of agency over their own lives”

- Nena Stoiljkovic, Under Secretary General for Global Relations, Diplomacy, and Digitization, International Federation of Red Cross and Crescent Societies






Build life-changing communications with Twilio

From regional offices to global organizations, teams in humanitarian response work to solve the world's largest and most pressing challenges. With the frequency and scale of crises rising, organizations need to select the right partners to provide technology, support, and expertise in building essential communications.

Twilio partners with over 15,000 social impact organizations to build and scale their life-changing communications



Image Source: American Red Cross

 Child Helpline International	 American Red Cross	 World Central Kitchen
<p>created a multichannel contact center that enabled child helplines to reach 100 million children a year without sacrificing service quality using Twilio Flex</p>	<p>decreased their disaster response times by 50% through Twilio's Programmable SMS</p>	<p>implemented Twilio SMS and Voice to transform their impact structure during COVID-19 and deliver over 100,000 meals</p>

Twilio shares your goals to deliver help when it's needed and create positive change. [Twilio.org](https://www.twilio.com), Twilio's social impact arm, supports the nonprofit sector in using Twilio products, people, and capital to serve more than 550 million people each year.

Twilio was built to handle the most demanding applications, from Lyft's 3 million weekly customer interactions to the International Rescue Committee responding to real-time disasters across the globe.

Expertise	Scale & reliability	Omnichannel
Twilio powers 1+ trillion interactions across channels globally every year. With experts in nonprofit communication for every region, Twilio can help you determine the most effective ways to engage your program participants.	Your communications are essential. With 99.999% API uptime, you can reach your audience (and they can reach you) whenever you need.	Connect on the channels people use and prefer wherever they are — from text messages to WhatsApp, phone calls to video, intelligent chatbots and back — within a single powerful platform.



Image Source: Action Against Hunger

Get started today



Twilio provides solutions that match your organization's needs.

- **Low code and no code:** Build your first app in minutes using [Twilio Studio](#), or explore pre-built communications solutions from Twilio's partner network.
- **Work with a software integrator (SI):** Connect with one of [Twilio.org's SI partners](#). With deep nonprofit expertise, our SI partners can build a custom solution for your program.
- **Build your own solution:** Create exactly what you imagine without compromise, using Twilio's APIs. [Visit our docs](#), or [talk with a Twilio.org specialist](#) to get started today.

Talk to a communications expert about your humanitarian response program

The Twilio.org team of social impact and communication experts is here to help you succeed. Whether you're just getting started, or you're ready to deploy, our team can provide the expertise and exclusive nonprofit pricing to help you build.

[Connect with a specialist today.](#)



Thanks for reading



If you would like to learn more about what Twilio can do for your organization, please [contact the Twilio sales team](#) or give us a call at 844 814 4627.