

Loopio Unveils Full Portal-Based Response Management Solution

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Loopio, a leading provider of response management platforms for enterprises, has announced a significant industry breakthrough with the launch of the Loopio Browser Extension for web portals. This new, AI-powered solution automates the entire process of managing online Request for Proposal (RFP) submissions, making Loopio the first response management software provider to offer a fully automated solution for portal-based responses.

Automating the Portal Pain Point

The move addresses a growing problem for sales and proposal teams: the percentage of RFPs submitted through web portals has risen by over 24% since 2020, now accounting for 51% of all submissions. This fragmentation forces teams to manually transfer questions and answers across different web-based formats, leading to slow, error-prone processes, which ultimately restricts their ability to secure more revenue.

The Loopio Browser Extension is designed to eliminate these bottlenecks by automating every step of the browser-based workflow. This includes importing questions, organising them, and auto-filling precise answers. The solution supports a wide array of browser-based submissions, such as security questionnaires, due diligence forms, and partner onboarding forms, all manageable with a single click.

Dual AI Features Drive Productivity

The extension is powered by two distinct AI features working in tandem to maximise efficiency:

- **SmartScan for Portals** uses AI to instantly identify questions within a portal-based RFX and import them seamlessly into the customer's Loopio project. This grants users immediate access to Loopio's full suite of collaboration, project management, and AI capabilities, even for portal-based responses.
- **SmartFill for Portals** takes content directly from a customer's central Loopio library or active project and auto-fills the correct answers into the web portal, ensuring fast and accurate completion by matching answers to their corresponding questions.

"Portal-based RFX requests have long required teams to manually input and organise responses, diverting resources from more strategic tasks," said Eugene Ho, Chief Product Officer at Loopio. **"With SmartFill and SmartScan, we've automated this process, saving teams hours or even days of work. Now, our customers can focus on what matters most — staying ahead of the competition."**

Early Adopters See 'Game Changer' Results

Loopio's new capabilities are already delivering substantial benefits to customers in early trials. Rob Bruce, Director of Pre-Sales Enablement at Syndigo, praised the immediate impact: **"The new plug-in is a game changer! It captured a large, complex, online-only questionnaire and transformed it into a structured Loopio project in minutes. What would have been a tedious manual process was streamlined, saving our team significant time while ensuring accuracy."**

By automating the most time-consuming and error-prone elements of the RFP process, Loopio has set a new standard for the response management industry, enabling UK and global businesses to respond faster and secure more deals.