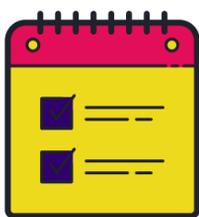


# Listening group report - August

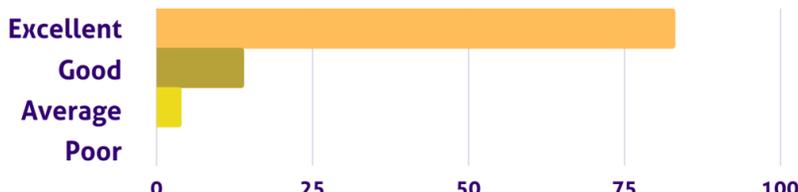


## Welcome to the Listening group monthly report

Each month, we'll be reporting on feedback received from our members about the service we provide.

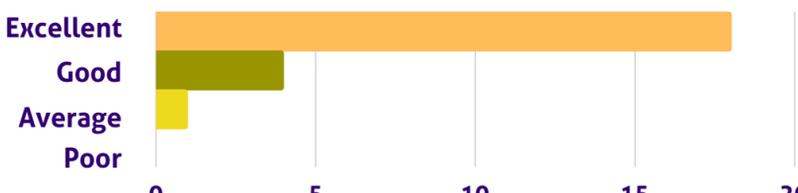
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback, this is used by both customer service and ethics teams.

### Customer service feedback



82% of members felt our service was excellent, 14% felt it was good and only 4% felt it was average. No members felt our service was poor

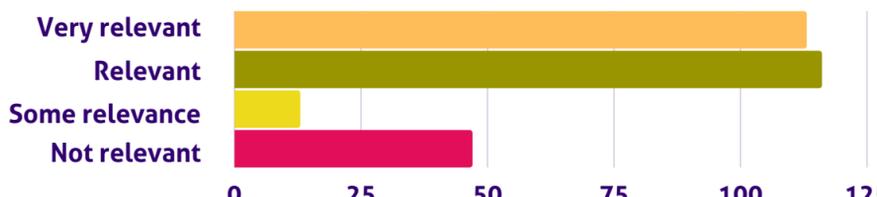
### Ethics feedback



78% of members felt our service was excellent, 17% felt it was good and only 4% felt it was average. No members felt our service was poor

### eBulletin feedback

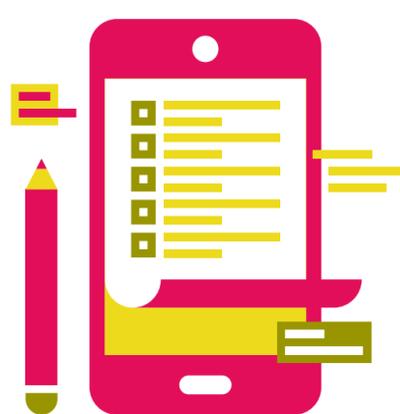
We also use this service for our ebulletins to find out how relevant our members feel the content is.



39% of members felt the information in our ebulletin was very relevant, 40% felt it was relevant, 4% felt there was some relevance, and 16% felt the information was not relevant.

## Reasons for contacting BACP:

What are the reasons for contacting BACP? We've looked at this using data from calls and emails and these were the main topics in August:



### Themes - Top 5

Membership;  
Accreditation;  
Registration;  
Ethics;  
Seeking Therapy;

As a group, we review a breakdown of this data and look at ways to reduce the number of calls and emails coming into BACP. Our aim is to improve the service we provide so that members feel supported. Here's the breakdown:

#### Membership

Reinstatement (lapsed);  
New applicant;  
Upgrade;  
Training;  
Renewal;

#### Accreditation

Application query;  
Chasing updates;  
Other;  
Criteria query;  
Course accreditation;

#### Registration

Certificate of proficiency bookings and cancellations;  
Other;  
CPD and audit query;  
Logo and certificates;  
Supervision;

## Feedback received

We've reviewed the feedback received this month, here are some of the key messages we've been hearing from our members:



#### 1: Covid vaccine

We've been asked to provide more guidance for members on discussing the vaccine with clients. Information is available via the Covid Hub with links to government websites that have the most up to date information. We're recommending that our members discuss this as part of a risk assessment, a template is available on our website to help with this.

#### 2: Certificate of Proficiency

The availability has been mentioned as some felt the waiting time for a test date was too long. We've significantly increased our capacity for assessments and almost doubled the number of available spaces between September and November 2021. We continue to monitor demand and will increase capacity whenever possible to help members progress at the earliest opportunity.



#### 3: Listening workshops

We've been asked if our monthly sessions can be held on different days of the week. These are planned well in advance and are scheduled to continue on a Friday each month up to December. We will however take this feedback into consideration when arranging sessions in the New Year. We do record all of these sessions and members can view them at anytime via our on-demand service.

#### 4: eBulletins

From the feedback received about our eBulletins, whilst 79% of members felt the content was very relevant / relevant, some felt the amount of information was overwhelming and would like us to only focus on essential news. We do aim to provide as much useful, relevant information without overloading anyone. We've had many responses from members who are happy with the information on eBulletins but we understand there is a fine balance and we'll continue to monitor this.



We'll be producing reports each month to keep you up to date with new feedback and any updates on actions taken. If you have any feedback for us, please email: [listening@bacp.co.uk](mailto:listening@bacp.co.uk)