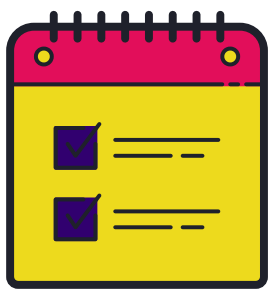


# Listening group report - September

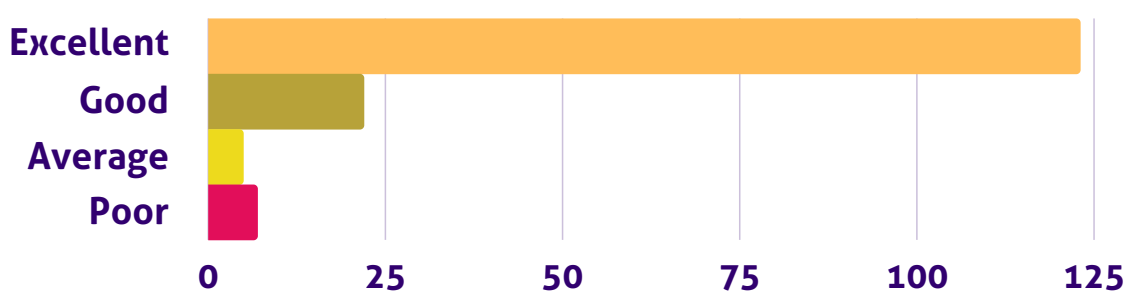


## Welcome to the Listening group monthly report

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

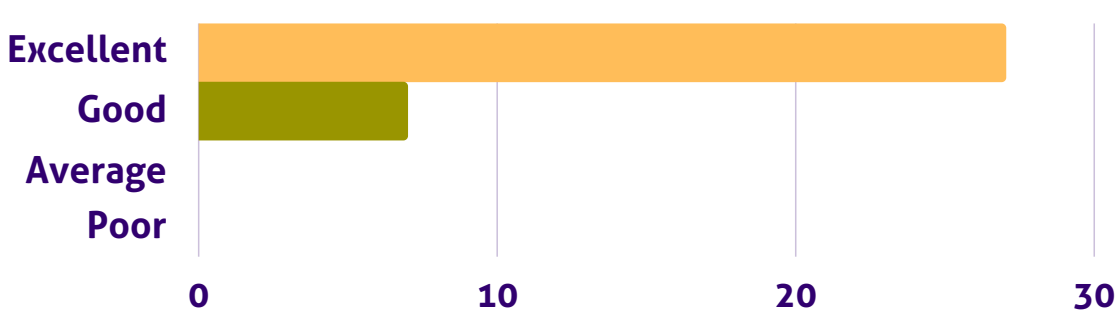
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback, this is used by both customer service and ethics teams.

### Customer service feedback



78% of members felt our service was excellent, 14% felt it was good, 3% felt it was average and 4% of members felt our service was poor

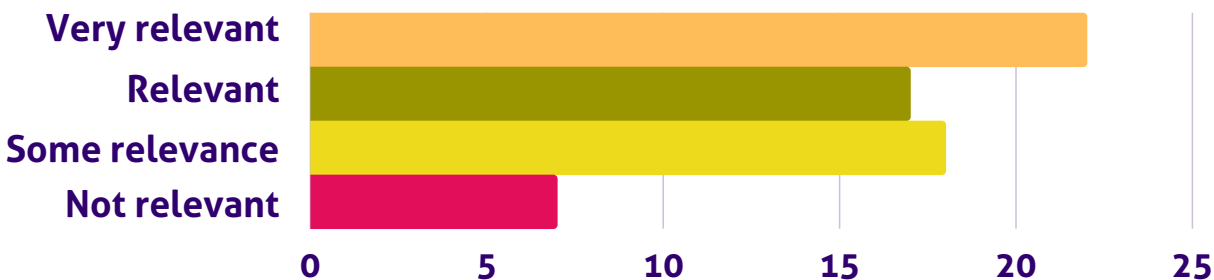
### Ethics feedback



79% of members felt our service was excellent, and 21% felt it was good. None of our members felt the service was average or poor

### eBulletin feedback

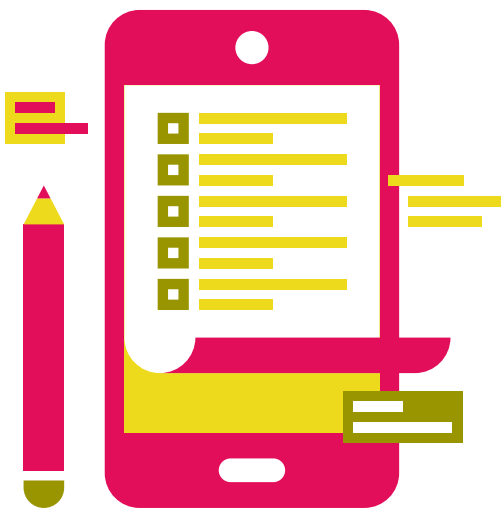
We also use this service for our eBulletins to find out how relevant our members feel the content is.



34% of members felt our content was very relevant, 27% felt it was relevant, 28% felt there was some relevance, and 11% felt the content 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 September:



### 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;  
Renewal;  
Training;

#### Accreditation

Application query;  
Other;  
Criteria query;  
Application payment taken;  
Chasing updates;

#### Registration

Certificate of proficiency and cancellations;  
Complaint;  
Certificate of proficiency queries;  
Other;  
Audit query;

## Feedback received

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

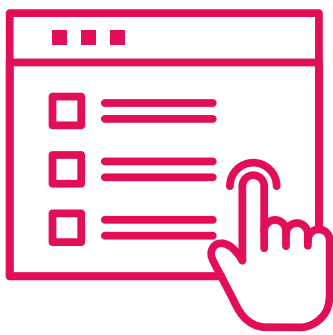


### 1: Workforce mapping survey

We've been asked why the workforce mapping survey didn't include a free text box to allow feedback. We don't add a free text field for all surveys due to the resource needed to analyse the data. We do however, include a free text box in the annual member survey which allows members to provide feedback.

We did receive feedback about the survey and we were happy to make the suggested changes. The survey was updated to make it more inclusive and we also amended some of the response options.

We welcome feedback on the survey and any other service we provide so please email [listening@bacp.co.uk](mailto:listening@bacp.co.uk) to let us know your thoughts.



### 2: Find a therapist listing

It's been suggested to us that the character limit isn't enough for the directory listings. Although this has increased in recent years, we know from a recent heat mapping exercise by our developers that users don't look at the entire listing. As it's considered a better user experience for people to view less data, we won't be increasing the character limit further.



### 3: Membership status

A member has asked us to review the way the membership status shows when logging into their account as it only shows the current expiry date. This can cause confusion if a member has just renewed within the current term. We are updating this shortly and will be including additional text to make this much clearer for those who have renewed.



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)