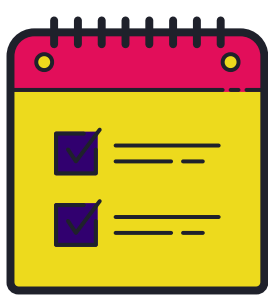


# Listening group report - May

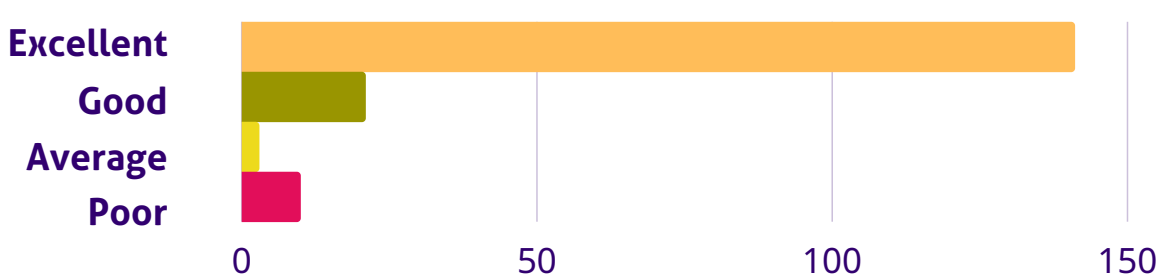


## Welcome to the Listening group monthly report

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

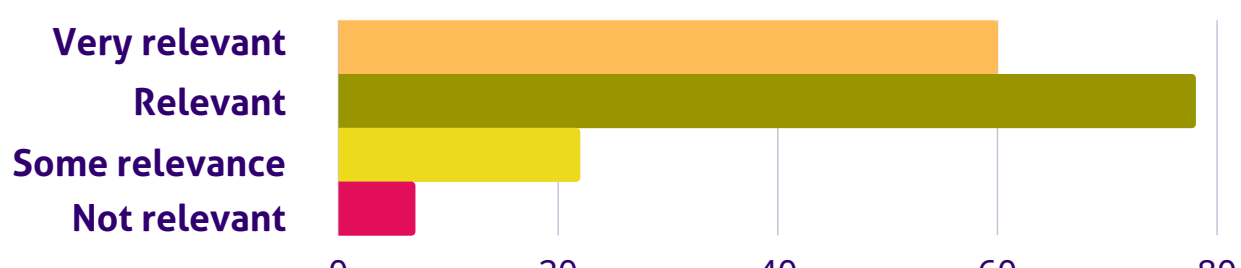
The following data is taken from our customer thermometer service which shows us how well we're doing in responding to emails and calls.

### Customer service feedback



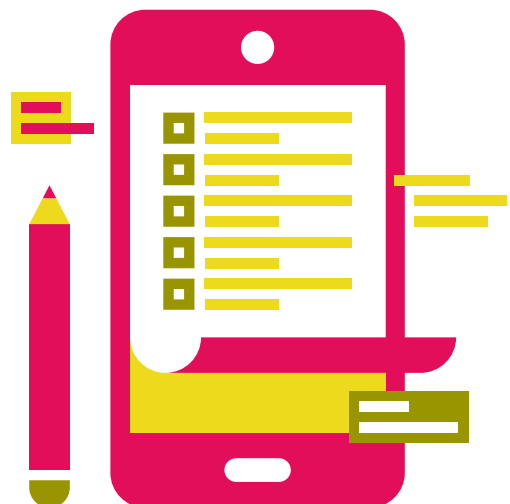
We also use this service for our eBulletins to find out how relevant our members feel the content is.

### eBulletin feedback



## Reasons for contacting BACP:

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



### Themes - Top 5

Membership  
Accreditation  
Ethics  
Registration  
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)  
Training  
Renewal  
Payment query  
New applicant

#### Accreditation

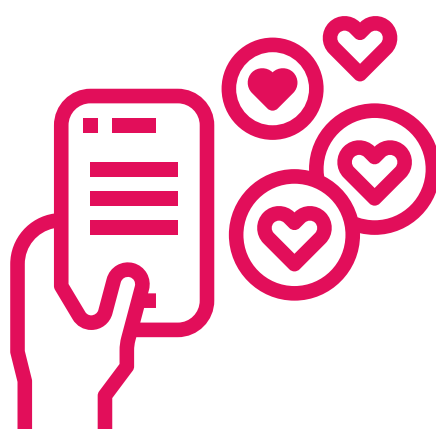
Application query (inc payments)  
Other  
Chasing updates  
Criteria Query  
Course Accreditation

#### Ethics

New query / online booking  
Other  
Info sheets / Good Practice in Action  
Feedback  
Complaint

## Feedback received

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

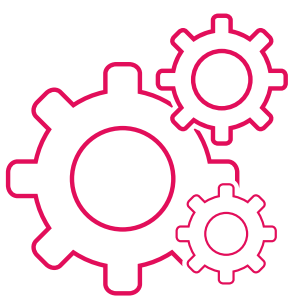


### 1: Accreditation application timescales

We recognise the length of time it's taking to process applications and we acknowledge the frustration for our members. The timeframe for completing the assessment process is five months, however we're currently running a month behind this schedule and we're truly sorry for this delay.

#### What has caused the delay?

Moving to remote working due to the lockdown led to a complete change in how we handled applications. Staff shortages and a large increase in applications all created further delays to an already lengthy process.

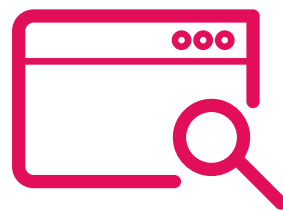


#### What are we doing to tackle this?

We're working hard to reduce this timeframe by developing a new online application form which will remove much of the manual process we currently have. It will make the application process more straightforward and accessible. We'll be testing this shortly with a view to launching it later in the year. We've also recruited more staff and once fully trained, they'll help reduce the time frame even further.

### 2: Information available on BACP website

We've been told that the accreditation information on our website isn't clear enough and can be confusing. We're in the process of updating our website, the information on this page will be changed so guidelines are as clear as possible. This will tie in with the launch of our online application form which will make the process much quicker and easier for our members.



### 3: Membership cards

We've been asked why we continue to use plastic membership cards by members concerned about the environmental impact. We're delighted to say that these are changing and from July we'll be sending fully recyclable paper cards to members to replace the plastic cards.

### 4: Digital audio formats

The lack of digital audio formats for journals and other comms has been highlighted. We're aware this is beneficial for any members with visual impairments and this is something we're currently reviewing. This has been raised with our task and finish group who'll provide support and offer advice on the best way forward to meet the needs of our members.



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)