

# Listening group report - July

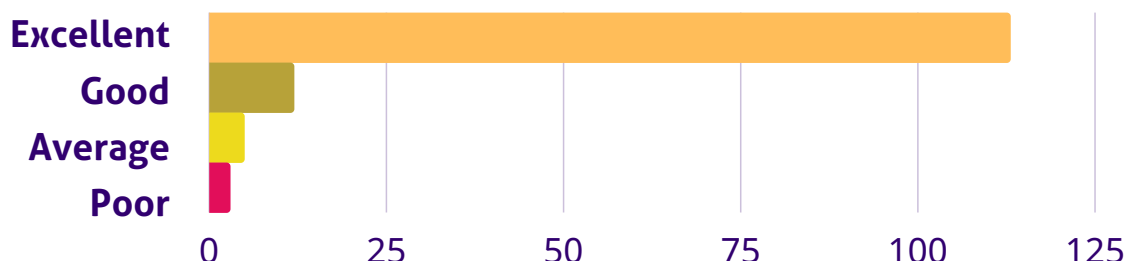


## Welcome to the Listening group monthly report

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

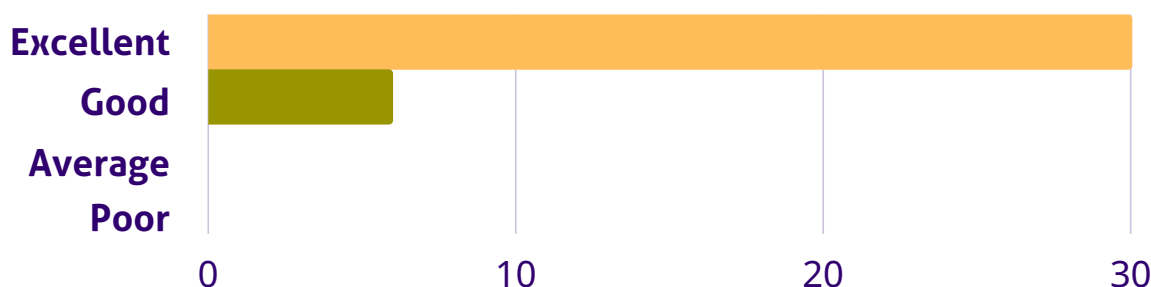
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback, this is used by both customer service and ethics teams.

### Customer service feedback



85% of members felt our service was excellent, 12% felt it was good, 5% felt it was average, and 3% of members felt our service was poor.

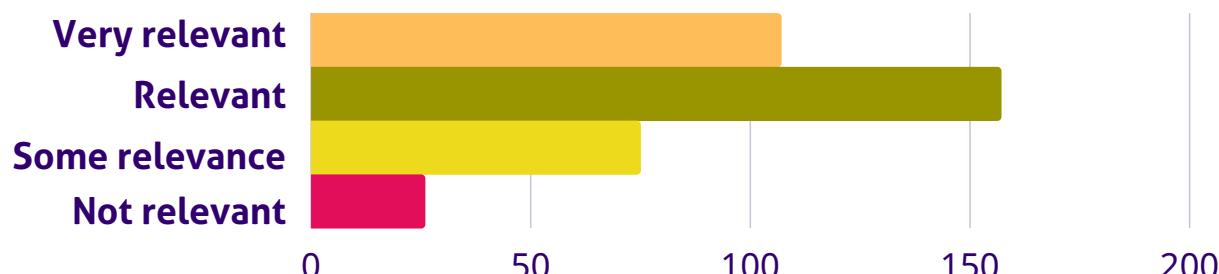
### Ethics feedback



83% of members felt our service was excellent, and 17% felt it was good. None of our members felt the service was average or poor.

### eBulletin feedback

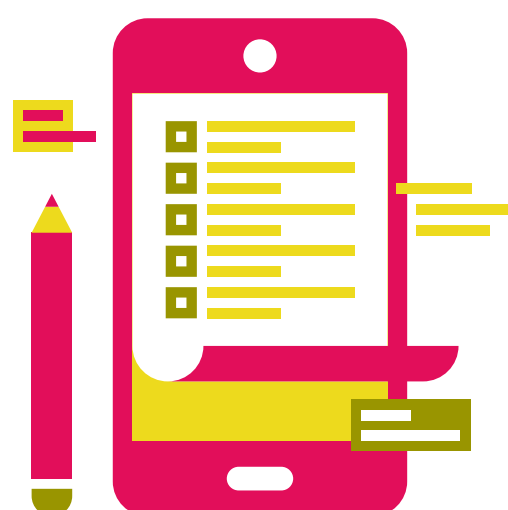
We also use this service for our eBulletins to find out how relevant our members feel the content is.



29% of members felt our content was very relevant, 43% felt it was relevant, 21% felt there was some relevance, and 7% felt 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 July:



### 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;  
New applicant;  
Payment query;  
Training;  
Upgrade;

#### Accreditation

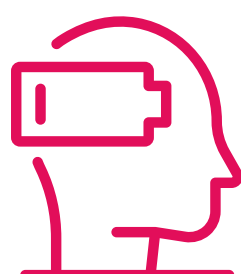
Application query including payments;  
Chasing updates;  
Complaint;  
Course accreditation;  
Criteria query;

#### Ethics

Other;  
New query & online booking;  
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:

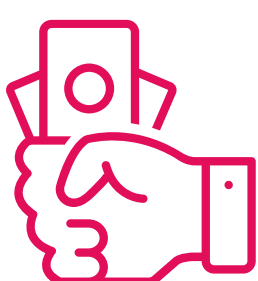


#### 1: Burnout

We've seen and heard comments from our members about therapist burnout and have been asked what guidance BACP can offer. We have a number of resources available (journals and CPD) to assist with this so please check our website for further information.

#### 2: Paid employment

Some members have commented that we're not doing enough to help them find paid employment. Our policy team work closely with employers and partner organisations on behalf of our members to help widen access to paid employment opportunities. If anyone would like to know more about the work taking place, they can contact our policy team for more information.



#### 3: Divisional fees

The cost of divisional fees has been mentioned which is too high for some of our members. Although we have no plans to remove the fee for divisions, we do continue to provide access to online divisional journals free of charge so that all of our members can access them.

#### 4: Website

We've received comments about the poor navigation and user experience on our website. There is currently a web refresh project underway which is looking at where improvements are needed. This will enhance the user experience for all users, helping them quickly find the information they need. We'll keep everyone updated with progress as and when things change.



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)