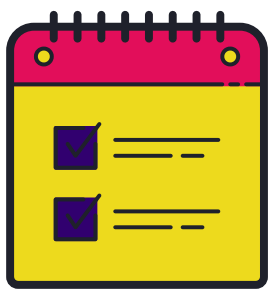# Listening group report - December 2021

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

- Excellent
- Good
- Average
- Poor

0   25   50   75   100
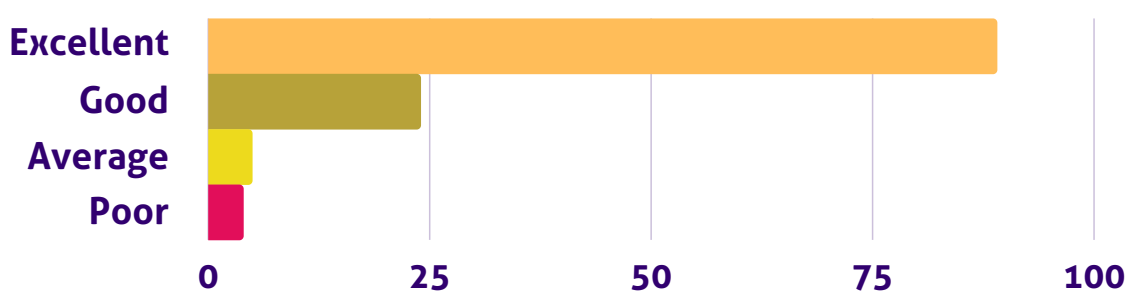
73% of members felt our service was excellent, 20% felt it was good, 4% felt it was average and 3% of members felt our service was poor

Ethics feedback

- Excellent
- Good
- Average
- Poor

0   10   20   30
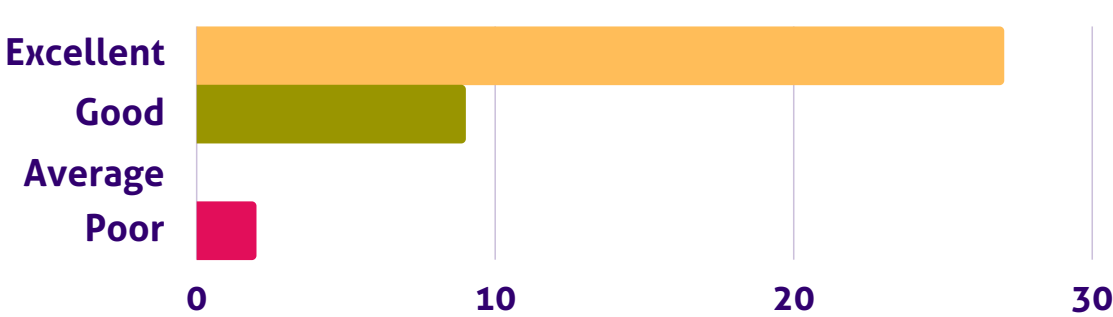
71% of members felt our service was excellent, 24% felt it was good, no members felt it was average, and 5% felt our service was poor

eBulletin feedback

We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.

- Excellent
- Good
- Average
- Poor

0   10   20   30   40
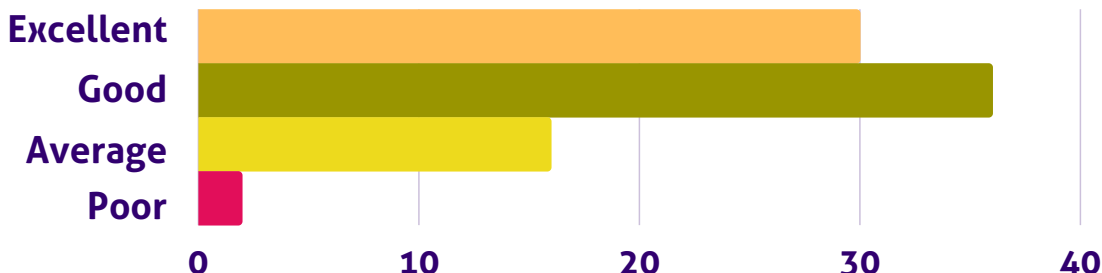
34% of members felt our content was excellent, 39% felt it was good, 23% felt it was average, and 5% felt the content was poor

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 December:
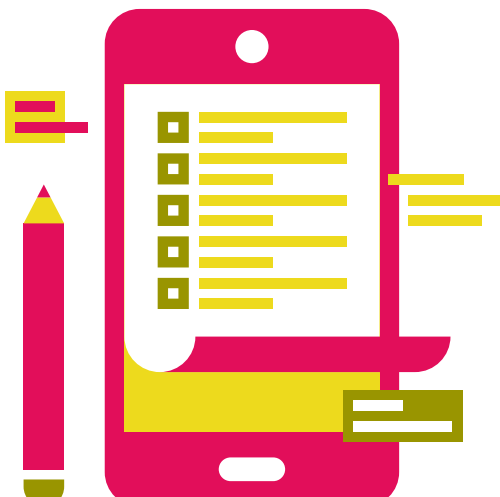
Themes - top 5;

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;	Accreditation;	Ethics;
New applicant;	Application;	Other;
Lapsed reinstatement;	Chasing updates;	New query or online booking;
Training;	Other;	Info sheets and good practice in action;
Renewal;	Criteria;	Feedback;
Payments;	Service accreditation;	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:
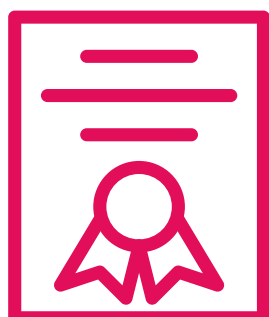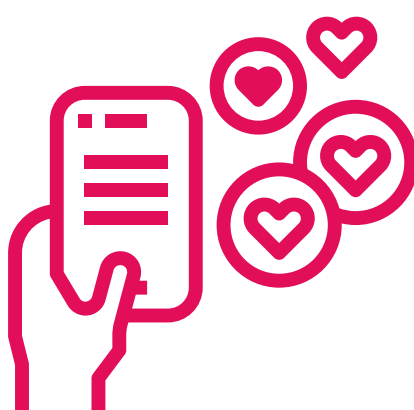
1: Learning centre

We've received feedback asking if we can allow members to upload additional qualifications via the members portal. This is something you can already do using the members portal however, we would recommend that you use our Learning centre. This is the best way to record how you're keeping your skills and knowledge up to date via the online CPD planning and logging tool. If you're not already aware of our Learning centre, you can find more information on our website.

2: Directory

Some members have asked if it's possible to show on their directory listing that they're unable to take on new clients. We already provide an 'availability' section in the listings which can be used for this. Members have the option to show their working hours, confirm if they currently have spaces available, and also show times when they'll be unavailable.

We're in the process of adding further functionality so that members can select specific dates when they'll be out of the office and unable to see clients. We'll keep you updated with progress on this and let you know when this option is available.

3: Website

We've received comments about our website and the difficulty in navigating through this to find information. We're aware that our website needs improving and a project team is reviewing this at the moment. We're taking on board feedback from our members to improve the user experience on our website so that we can create a much more user friendly version. We don't have a launch date just yet but we'll keep you updated with progress when we have more information to share with you.

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4: Private practice toolkit

Feedback has been received about the contract template we provide with the private practice toolkit. We've been asked if this can be be expanded to include further guidance in some areas. We're currently working on additional good practice in action resources for contracting and we'll let you know when this is available for viewing.
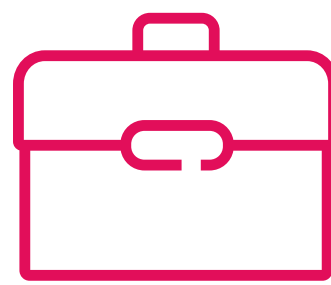
5: Renewing membership

Some members have asked if membership cards and certificates can be made available at the point of renewal, rather than on the actual renewal date. Although we're unable to do this at the moment, we're discussing this with our development team to find out if this is something that can be changed. We'll provide an update on this as soon as we know more.

6: Profile pictures

We've been asked how long it takes to update profile pictures as other counselling sites can do this within 24 hours. We have a robust quality approval process in place on all photos to ensure they meet our profile criteria. Although this involves manual checks, profile photo's will be updated within 2 working days. We're looking at improvements to the system to reduce the amount of manual checks which should improve this timescale even further.

Positive feedback

As part of our monthly reporting, we want to share some of the positive feedback we've been seeing. Here are some of the comments we've received about our service.

1; "I am finding it very helpful to learn about process and support available from BACP. Now I know about the ethics appointment system I will certainly make use of this. I cannot emphasise enough how having a fast response from BACP helps as a student. Thank you"

2; "I want to express our heartfelt thanks and deepest appreciation for all of the hard collaborative work that you have led on for BACP over the past four years working with us and your enduring and passionate commitment to school-based counselling."
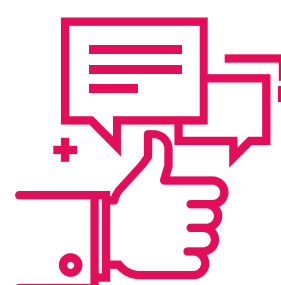
3; "Without your tremendous skill the report would not have the quality of impact that it does. Your analysis and presentation of the statistics elevated the quantitative aspect of the report to a new level. Your suggestions for further elaboration allowed us to marry the data with the lived testimony of the school children which ensured the experience and need for counselling came alive off the page. We are indeed grateful for your skill and commitment to this work."

4; "We have found the GPiA's extremely useful throughout the last 12 months as there has been a really good range of guidance covering a whole range of areas."
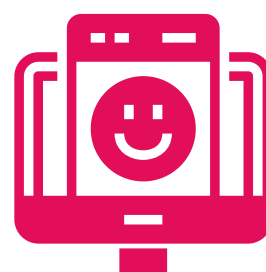
5; "I am so excited to gain access to this Supervision Curriculum!! Long awaited, as I have been approached by my supervisees to conduct a Supervision training course for them but I had turned them away for lack of this framework! Thank you BACP!"

6; "Many thanks for passing this on. It's excellent, and I very much appreciate the time you've taken to put it together especially at such short notice. It's fantastic to have such a credible voice as BACP adding to the call for more recognition of the need for quality emotional and psychological support for cancer patients and their families within the strategy."

7; "BACP have been really responsive and really helpful during the pandemic and the OU/BACP online training had been timed just right".

8; "I just received my accreditation, which I'm really happy for and I wanted to thank you for your support over emails, for taking the time to review my application and for sitting down with me to talk it through. I really appreciate your help!"
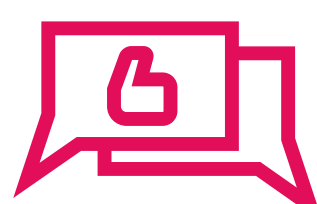
9; "Many thanks for your really comprehensive reply - it is really helpful and will assist in further discussions with the University. I also want to thank you and your colleagues, for the support you have given during my time as Head of Training. I have always experienced you all as approachable and responsive."

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