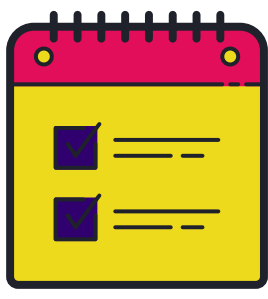


Listening group report - January 2022

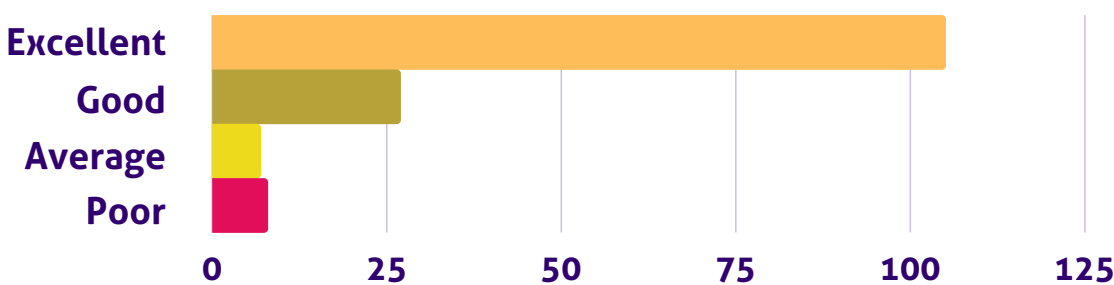


Welcome to the Listening group monthly report

Each month, we report on feedback received from our members about the service we provide.

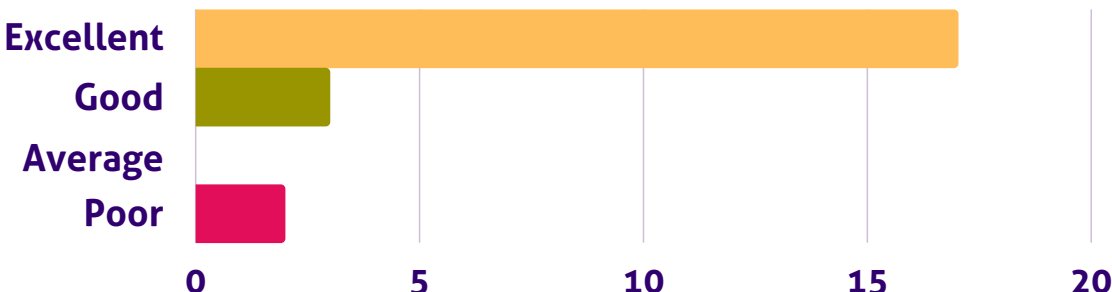
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

Customer service feedback



71% of members felt our service was excellent, 27% felt it was good, 5% felt it was average and 5% of members felt our service was poor

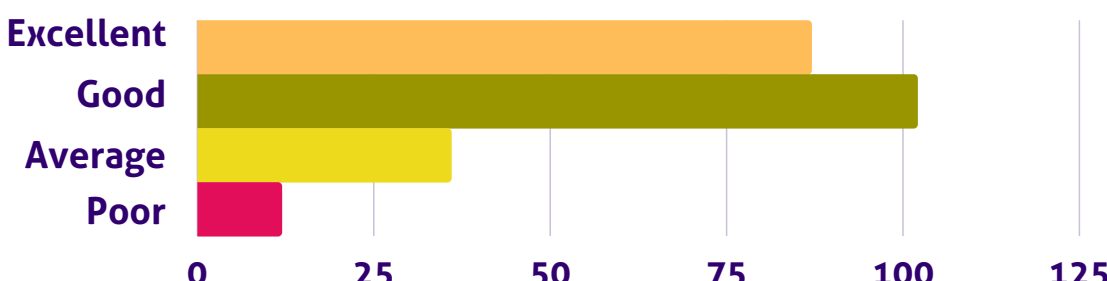
Ethics feedback



77% of members felt our service was excellent, 14% felt it was good, no members felt it was average, and 9% felt our service was poor

eBulletin feedback

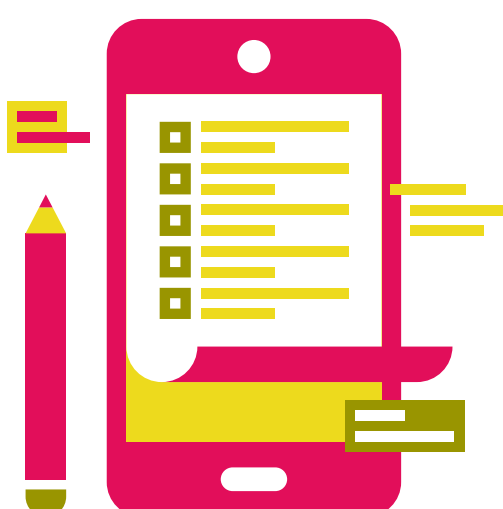
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



37% of members felt our content was excellent, 43% felt it was good, 15% felt it was average, and 5% felt the content was poor

Reasons for contacting BACP:

We've looked at data from calls and emails. In January, the main reasons members gave for contacting BACP were:



Themes - top 5

Membership
Accreditation
Ethics
Events and CPD
Journals

As a group, we review the 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

Lapsed reinstatement
New applicant
Renewal
Training
Upgrade

Accreditation

Applications
Criteria
Chasing updates
Other
Course accreditation

Ethics

Other
New query or online booking
Info sheets and 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: Card payments

We've received feedback from members who've experienced issues when trying to make a payment by card. We're aware of this issue which is due to 3D security software not being updated by all banks. These updates should be completed by the end of April 2022. Members who are trying to pay for a renewal can opt to pay by Direct Debit if struggling to pay by card.

2: Certificate of Proficiency

We're aware that some members aren't able to take the Certificate of Proficiency due to their IT equipment not meeting the required technical specification. Although the best option is always to use a laptop or desktop computer, we've spoken to our third party providers who are looking at compatibility issues with some devices to see if we can make this more accessible. We'll let you know if this changes.



3: Website user experience

Some members have mentioned that the account login button on our website needs to be clearer. We've also been made aware that logging in and accessing the 'My Account' area of the website can be confusing. As mentioned last month, we do have a project team who are in the process of reviewing our website and we'll be addressing some of these issues so please continue to send us your feedback. While the website review takes place, we're looking to see if an interim fix can be found.



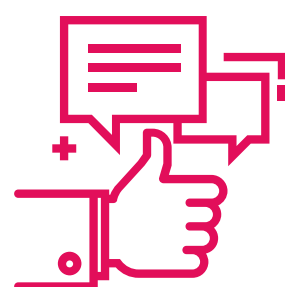
Positive feedback

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



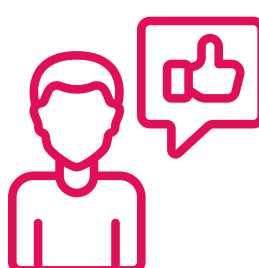
"Thank you to the BACP for all the hard work that is going into your response to NICE on behalf of our profession and the public."

"Thank you so much - I am really pleased. Most of the enquiries have now signed up as you said when we spoke so thank you again for taking the time to explain everything to me."



"Thank you so much for your prompt reply and for taking the time to consider our position paper in detail. It is really reassuring to know that we're on the right track and it will help to support the position we have taken. Thank you too for your offer to speak if needed."

"Thank you for your response, and thank you for the edit, the end date seems to have come round so quickly! I am happy to say that we have had some interest. This has certainly been the best place to advertise, and we will use it again soon."



"Always so succinct, relevant and engaging. Thank you! ps I'm a former Comms professional... I know how much work goes into it behind the scenes too."

"I like the brief overview you give about the available content which enables me to see at a glance any articles of particular interest to me which I can then choose to follow up on."



"Thank you for continuing to campaign for therapeutic equality, the CBT / counselling 'divide' has gone on far too long. We no longer put up with this sort of discrimination in other sectors of our society."

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