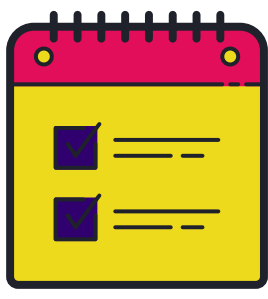


# Listening group report - February 2022

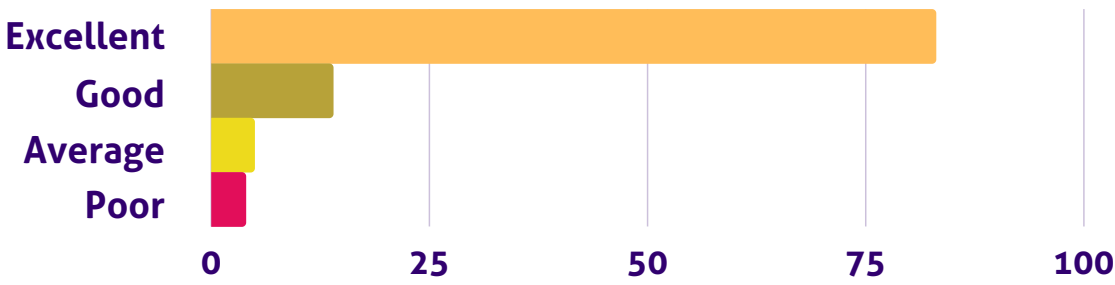


## Welcome to the Listening group monthly report

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

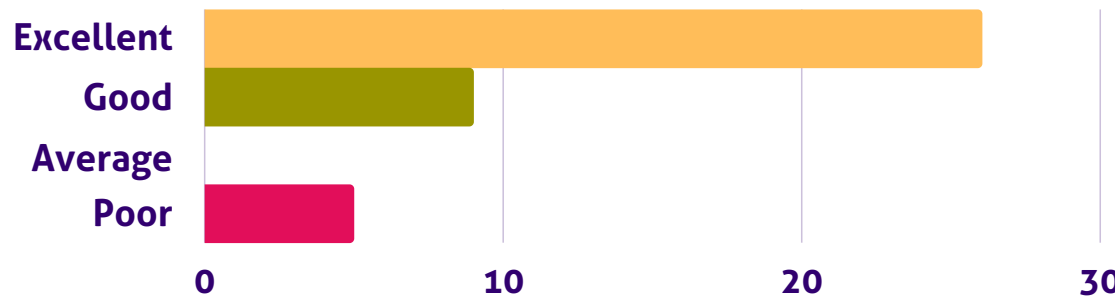
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

### Customer service feedback



78% of members felt our service was excellent, 13% felt it was good, 5% felt it was average and 4% of members felt our service was poor

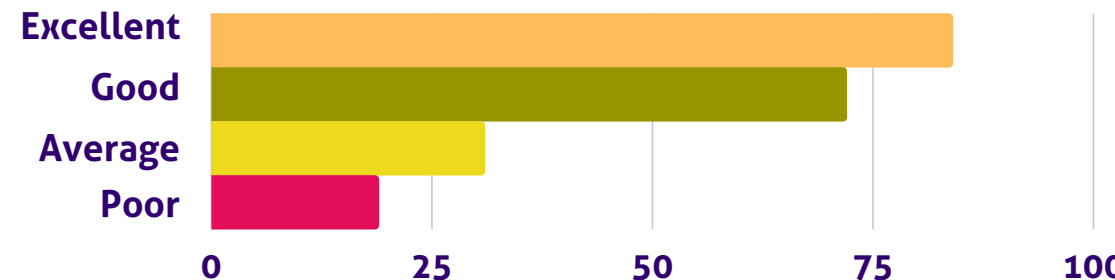
### Ethics feedback



65% of members felt our service was excellent, 23% felt it was good, no members felt it was average, and 13% felt our service was poor

### eBulletin feedback

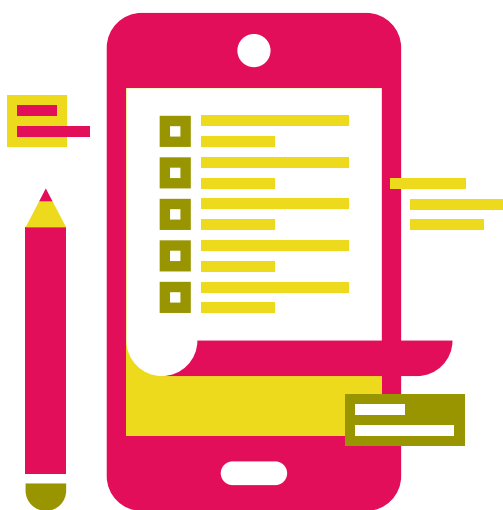
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



41% of members felt our content was excellent, 35% felt it was good, 15% felt it was average, and 9% felt the content was poor

## Reasons for contacting BACP:

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



### Themes - top 5

- Membership
- Accreditation
- Ethics
- Registration
- Find a Therapist / Jobs

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

- New applicants
- Training
- Renewal
- Payments
- Upgrade

#### Accreditation

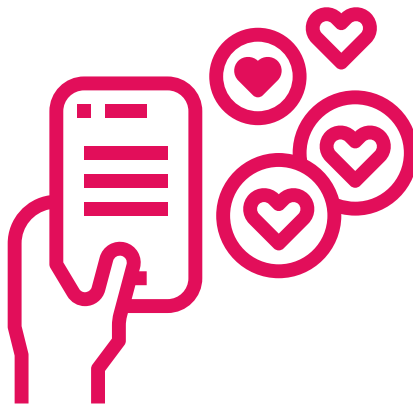
- Applications
- Application payments taken
- Criteria
- Other
- Chasing updates

#### Ethics

- Other
- New query or online booking
- Supervision
- Info sheets and Good Practice in Action
- Feedback

## 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: BetterHelp

We've been advised that some of our members have been contacted by an online counselling company called BetterHelp. They're trying to recruit counsellors and appear to be targeting members via our Therapist Directory. We're aware this is happening and we welcome any feedback you may wish to share if they've contacted you so please get in touch.

### 2: Student membership - placement hours

We've been asked about placement hours for students and the number of online hours this can include. We know that Covid restrictions have made face to face sessions difficult, especially in areas where restrictions have remained tight. We're encouraging courses to be as flexible as possible and we've updated our entry requirements to include some remote training and placement hours. You can find more details of this on our website via the Coronavirus guidance page.



### 3: Direct debit payment schedule

We've had feedback regarding monthly payment amounts for members paying by direct debit. The online direct debit mandate confirms the amount to be paid and also when it will be taken however, we also send an email to confirm this. If any members haven't received an email or just want to check this with us, please call our Customer Service team and we'll be happy to assist.



# Listening group report - February 2022

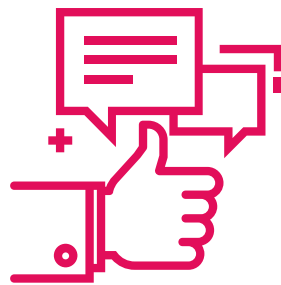
## Positive feedback

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.



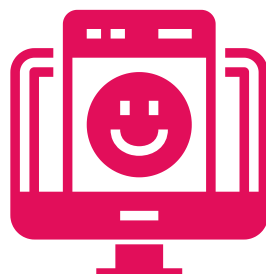
"Many thanks for your time and guidance today. I found our conversation helpful and informative. Thank you for sending me the BACP's Position Statement for Spirituality and Belief."

"Tremendously helpful, thank you. I have the resources I need from links you've sent in your email. Very clear, common sense description of where I stand ethically and where I need to go. Many thanks"



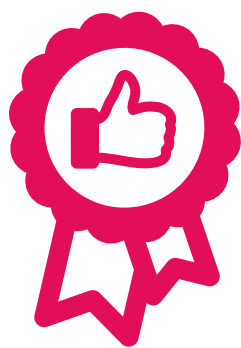
"I found the SCoPEd framework well set out in terms of therapist competency, I do express to trainees who are starting out that it is better to acquire a wealth of experience in counselling, apply for their BACP accreditation and not be in a hurry to start a private practice."

"Thank you for the personalised prompt to attention of my renewal of my membership. It was surprisingly welcome - not just as a reminder but a more expansive level of inclusion - my membership matters."



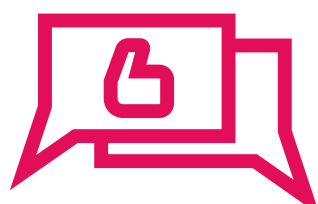
"I rang BACP for advice and guidance on Counselling courses . I spoke with a lovely customer service lady who was extremely informative and very helpful. Following on from our conversation I was sent an additional email with extremely helpful information. The service was excellent."

"Thank you so much for not only a swift response but also a comprehensive and very helpful response. I will take your response to our next management meeting and it will heavily inform us regarding our next steps. Thank you again and thank you for approaching your two Ethics Consultants too. All of your responses are invaluable."



"A very professional approach and with such kindness and patience. I hope this service continues especially for counsellors and therapists because we need the positive support and encouragement to be part of a supportive network as prestigious as the BACP. Once again thank you!"

"Very interesting eBulletin content, I liked reading the results of the survey. Excellent work on behalf of us all talking to influential people in government, other relevant articles were good too"



"I commend the diverse and inclusive scope of the highlighted topics you have presented... encouraging in the sense that these are the issues, aspects of which we confront every day in our therapy rooms. Thank you"

**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)**