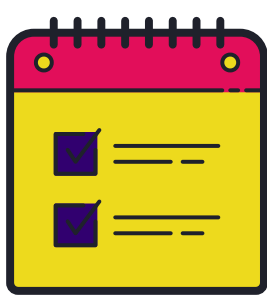


Listening group report - April 2022

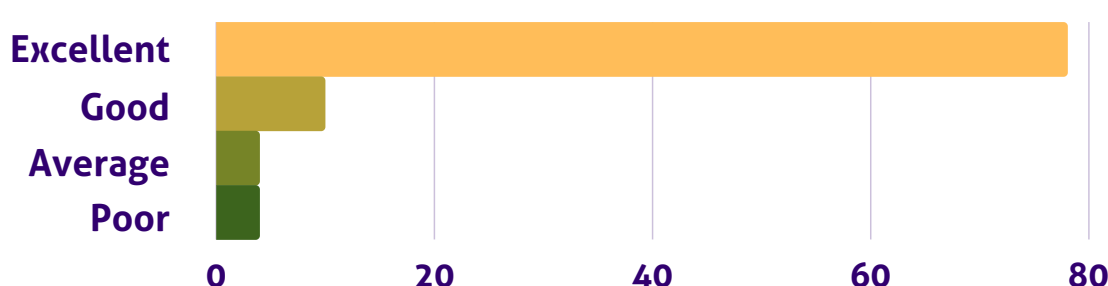


Welcome to the Listening group monthly report

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

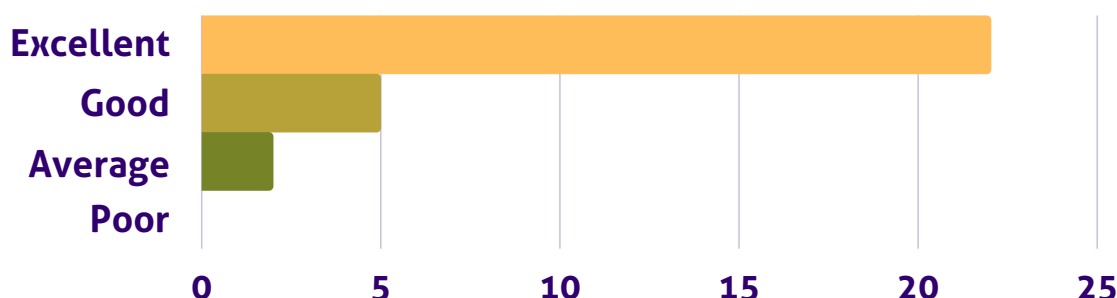
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

Customer service feedback



81% of members felt our service was excellent, 10% felt it was good, 4% felt it was average and 4% of members felt our service was poor

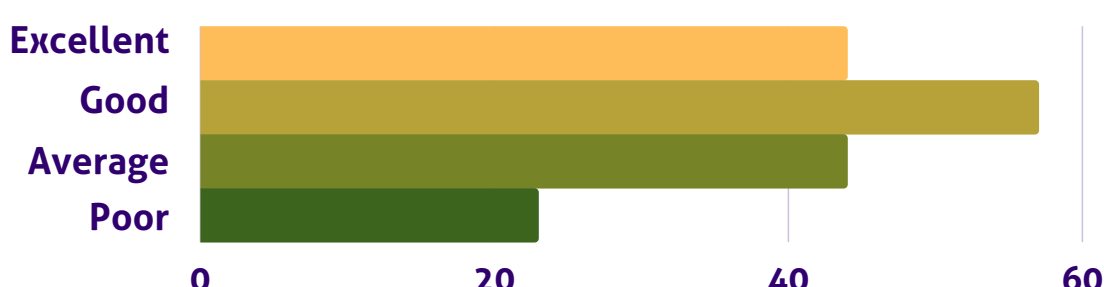
Ethics feedback



76% of members felt our service was excellent, 17% felt it was good, 7% of members felt it was average, and nobody felt our service was poor

eBulletin feedback

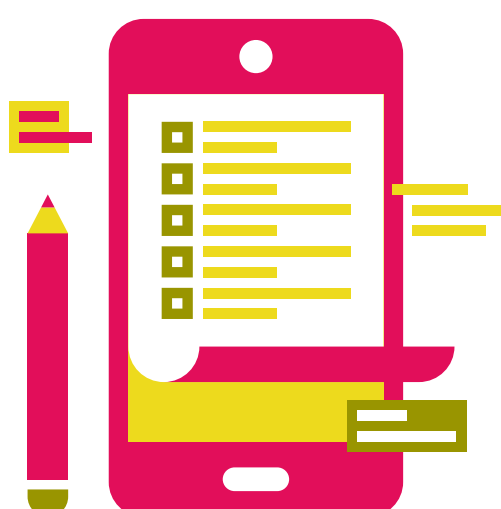
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



26% of members felt our content was excellent, 34% felt it was good, 26% felt it was average, and 14% felt the content was poor

Reasons for contacting BACP:

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



Themes - top 5;

- Membership;
- Accreditation;
- Registration;
- Ethics;
- Find a therapist and Jobs board;

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;

- Training;
- New applicants;
- Renewal;
- Lapsed reinstatements;
- Upgrade;

Accreditation;

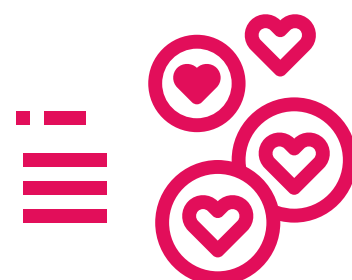
- Applications;
- Application payments taken;
- Chasing updates;
- Criteria;
- Deferral;

Registration;

- Certificate of proficiency bookings and cancellations;
- Logo and certificates;
- Certificate of proficiency enquiry;
- Audit;
- Other;

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: Amending bank details

Members paying by direct debit have asked if we can update our system so they can amend their own bank details. We agree this would be a great benefit and we've added this to our development plan. We hope to update the system so that you can change your bank details via the dashboard on our website or during the renewal process. We'll keep you updated with progress and will let you know when this changes.



2: Find a therapist directory

We've been asked if we can add more categories to the list of therapies available in the directory. We constantly review this list however, we're unable to cover every category requested. If a category isn't listed, the best option is to add the type of therapy you wish to highlight in the free text section of your profile. Your profile will appear in the results page to anyone searching for this term. If you have any questions about this, please contact us and we'll be happy to assist.



3: Audit

Members have asked us about the current timescales for the audit process. We're aware these are taking longer than usual at the moment but please rest assured, we're working through all emails as quickly as possible. If you've contacted our audit team and haven't had a response yet, we're sorry for the delay but we'll get back to you as soon as we can.



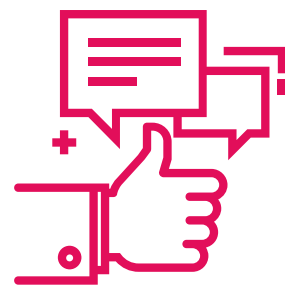
Positive feedback

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.



1; "I just want to say that I hope you know how appreciated all your hard work is. As a trainee counsellor, I find the information, updates and resources invaluable."

2; "Just a note to thank you, so much, for your assistance, compassion and understanding. I received my accreditation today. With gratitude and appreciation."



3; "I wanted to say a huge thank you for all your help!!! The wait has been really hard at times, but you made it so much more bearable by always responding quickly and doing your best to help. "

4; "Verbal thanks to the ethics team for helping this NHS manager multiple times over the years and allowing them to fully understand rules around CYP work in NHS settings for BACP members."



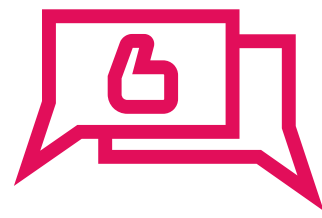
5; "The telesurgery was invaluable – the lady who made the call was very helpful with some really useful feedback – both in response to my questions as well as general feedback on typical errors.."

6; "I felt I was understood and my queries were answered with respect and empathy. Thank you"



7; "Thank you so much for always being there with kind support. You are very supportive. I appreciate you."

8; "I was amazed at the speed of response to my email this morning. Request carried out and I now have a new email address on my BACP records. Thank you"



9; " The answer was very fast and all the information I received has been very clear. Now I can organize the general idea and make a decision. I really appreciate it."

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