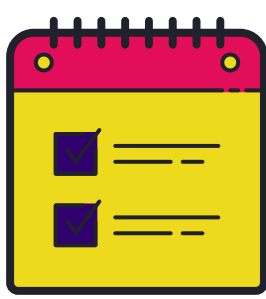


Listening group report - June 2022

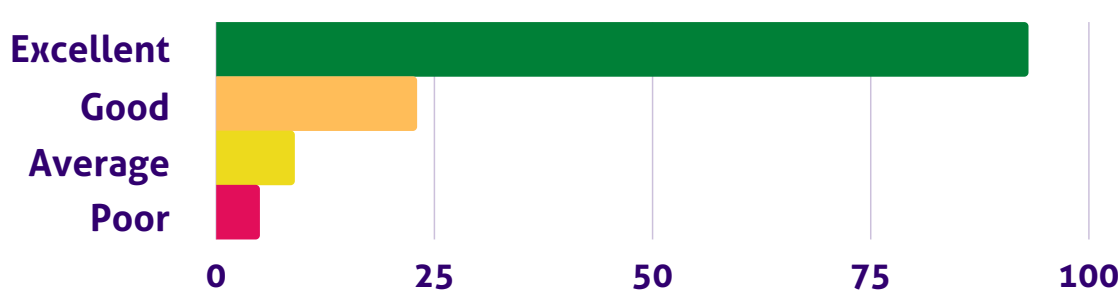


Welcome to the Listening group monthly report

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

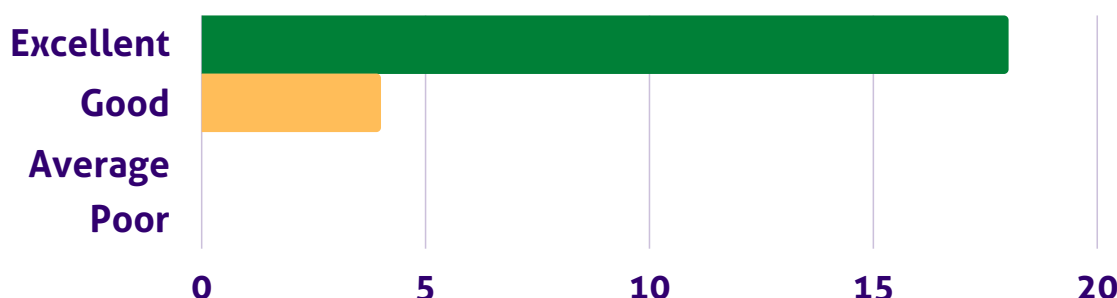
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

Customer service feedback



72% of members felt our service was excellent, 18% felt it was good, 7% felt it was average and 4% of members felt our service was poor

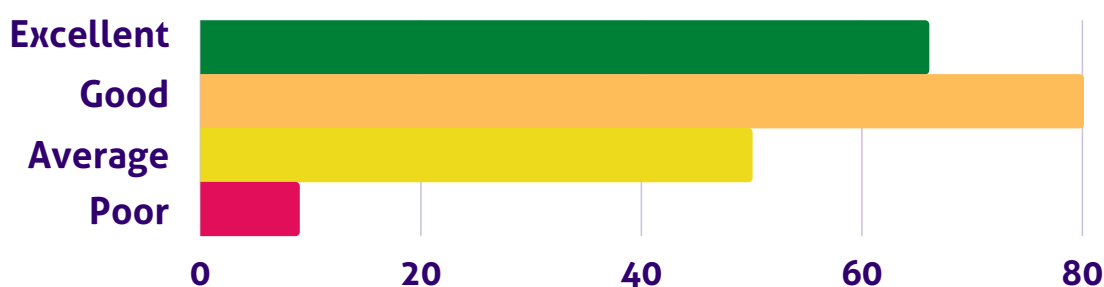
Ethics feedback



82% of members felt our service was excellent, 18% felt it was good, no members felt the service was average or poor

eBulletin feedback

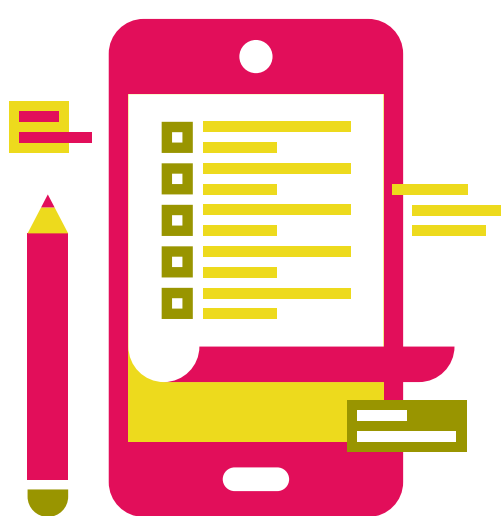
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



32% of members felt our content was excellent, 39% felt it was good, 24% felt it was average, and 4% felt the content was poor

Reasons for contacting BACP:

We've looked at data from calls and emails. In June, the main reasons members contacted BACP were:



Themes - top 5

Membership;
Accreditation;
Registration;
Ethics;
Find a therapist / 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 applicant;
General;
Renewal;
Address or email change;

Accreditation

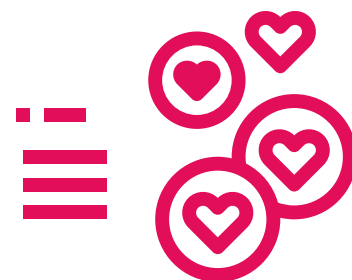
Applications;
Application payment;
Chasing updates;
Deferral;
Criteria;

Registration

Certificate of proficiency bookings and cancellations;
Certificate of proficiency;
Logos and certificates;
Audit;
Chasing Certificate of proficiency results

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: Renewing membership

As a reminder to any members renewing their membership, we do have step by step guidance available on our website to help you through the process. We regularly review the renewal process to make this as easy as possible however, if you do need any help renewing, please give us a call and we'll be happy to assist.



2: Member portal - applications

We've been asked why accreditation application progress isn't visible in the application area of the member dashboard. This will only show a progress status for those who applied for accreditation online. If you applied prior to the online option being available, you won't see your application status. You can read more about the application status on our website.



3: Learning centre

We've had some feedback regarding our learning centre as some members find it difficult to navigate. To improve this, we reinstated signposts from our website to each content item by theme. There's also a dropdown in the learning centre which means you can search by theme or format. We're still working on further developments to the platform but please continue to send us feedback with your ideas.



Listening group report - June 2022

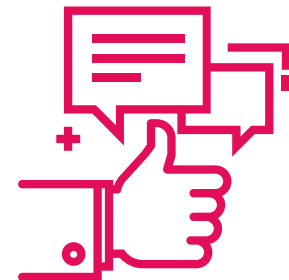
Positive feedback

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.



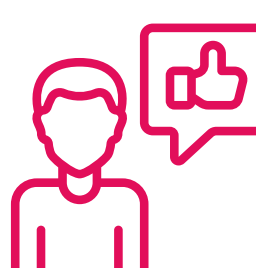
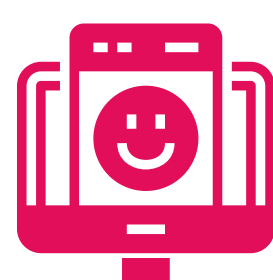
1: "It was lovely to speak with you yesterday and so very insightful. Thank you for taking the time and being patient with me to explain everything. That was extremely kind. I also welcome the opportunity to speak again possibly in 3 months time to update you with how the change in my listings has impacted my business."

2: "Thank you so very much for taking time to phone me. Whilst I experience what I am going through as extremely difficult you were very informative, supportive insightful and professional. Continue doing the great work that you do."



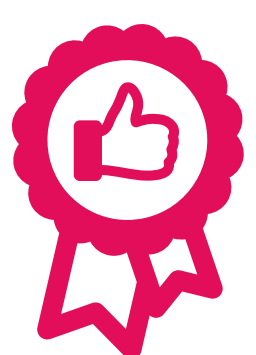
3: "Thanks to BACP for turning round my student membership so quickly after I got in touch, it's appreciated!"

4: "Thank you for your time and help. I found it invaluable to talk to someone who understands life in schools and how hard it can be working as a CYP counsellor within education. Thank you for the information on the CYP division and Schools Based ERG. Really excellent customer/member service. Thanks so much."



5: "I want to make sure my work is as ethically bulletproof as possible so I can not begin to tell you how much I appreciate your thorough and considered feedback. It is really going to help me shape the way I look at this. I will carefully go through your email and come back to you at some point no doubt with more questions."

6: "Hello BACP. Everyone was very responsive to my anxious questions. Thank you so much. I'm so happy to be a member of the BACP."



7: "The advisor was polite, warm and friendly - managed expectations well and followed up from my earlier phone call to confirm actions taken via email. Much appreciated and great communication and response time. Fantastic customer service."

8: "Thank you so much for offering me a seat and making conversation with me at the event. It was a little daunting walking in and seeing everyone seated and a limited number of available seats. You were very kind, much appreciated."



Thank you also for sharing what your role is, you're the first person I've met that works for BACP. Listening to you share, made me feel prouder for being a member. It would be a privilege to share on the blog, I will definitely do so in the not so far future."

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