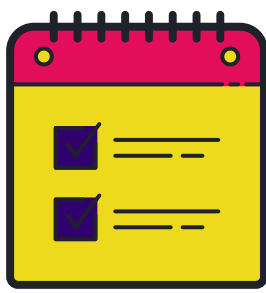


Listening group report - September 2022

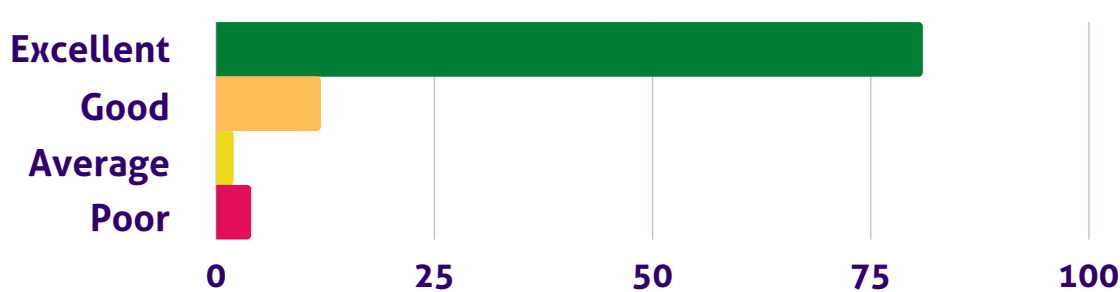


Welcome to the Listening group monthly report

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

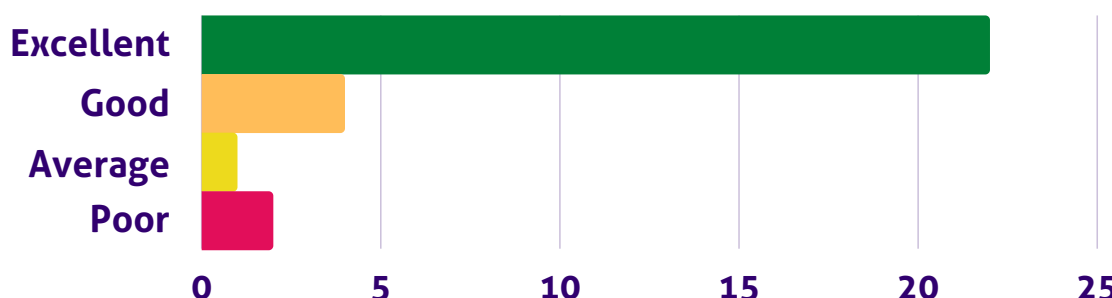
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

Customer service feedback



82% of members felt our service was excellent, 12% felt it was good, 2% felt it was average and 4% of members felt our service was poor

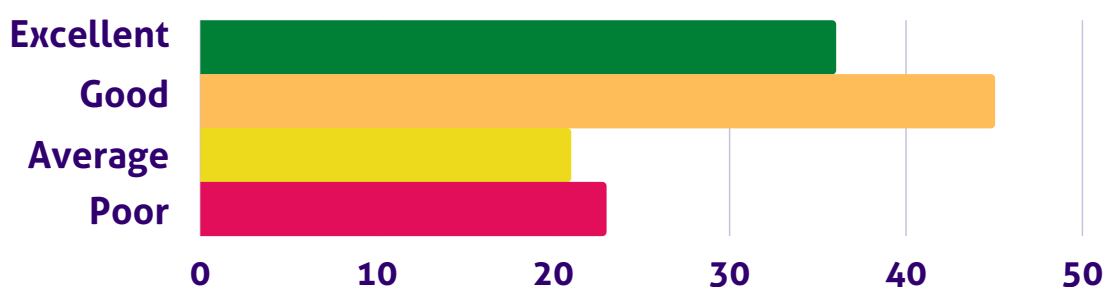
Ethics feedback



76% of members felt our service was excellent, 14% felt it was good, 3% felt it was average and 7% felt our service was poor

eBulletin feedback

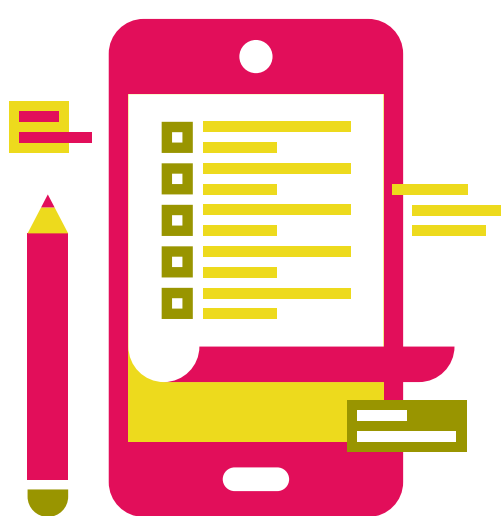
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



29% of members felt our content was excellent, 36% felt it was good, 17% felt it was average, and 18% felt the content was poor

Reasons for contacting BACP:

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



Themes - top 5

Membership;
Accreditation;
Registration;
Ethics;
Miscellaneous / Other

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

Upgrade;
New applicant;
Address / email change;
Renewal;
Training;

Accreditation

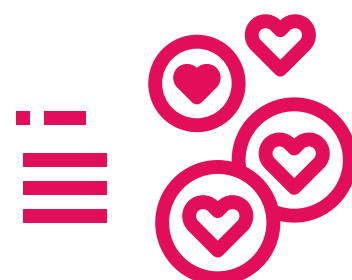
Applications;
Application payment;
Criteria;
Supervision;
Senior accreditation;

Registration

Certificate of Proficiency;
Certificate of Proficiency bookings and cancellations;
Logos and certificates;
Audit;
Supervision;

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: Ethics appointments

We're aware that some members have been unable to book an appointment with our Ethics team recently, with limited availability showing on the system. We've identified a technical issue with our booking system which is incorrectly showing that some days are fully booked. Our ICT team are looking into it and we'll resolve this as quickly as possible.

2: Direct debits

We've continued to receive feedback regarding direct debits, we know our members would like to see more flexibility with payment dates, as well as the ability to change their details online. We're looking into this with our developers and we'll keep you updated with any changes that we're able to make.



3: Subscriptions

Some of our members have experienced issues when purchasing additional subscriptions (find a therapist, CPD) after renewing their membership. Charges correctly, the subscription dates are incorrect. We raised this with our developers and a system update has now been completed which will prevent this from happening in future. If you do experience any such issues, please get in touch with us and we'll be happy to assist.

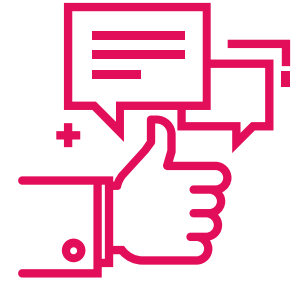
Positive feedback

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: "Very friendly, kind considerate and really understood where i was coming from. The best service ever received from BACP."

2: "I was at a bit of a loss thinking about how best to promote my private practice. Then I booked myself a review of directories call and things began to fall into place. My listings with BACP are now a key part of my marketing plan and my private practice, in a matter of months, has really begun to grow. I can't recommend this service enough and I'm am incredibly thankful to the team for the help, advise and expertise offered."



3: "I spoke with a Customer Service Officer today, who was extremely patient, professional, thoughtful, and helpful beyond words. They cleared all my doubts and the way in which they handled my queries instilled confidence and hope in me, kudos to you!"

4: "Thank you so much for all your support and help in getting my BACP Accreditation, really appreciated your prompt responses to all my queries & for being such a professional."



5: "Really clear, concise, easy to absorb communication. Less can sometimes be more. Weighty, lengthy tomes are so off putting and I tend not to engage with them."

6: "As a result of glancing through this e-bulletin I have made a booking to something that I might otherwise have missed. Thank you!"



7: "The customer service officer was amazing, they were professional with their customer service skills and calm. I felt listened to and understood and heard. They were just a sheer pleasure to talk to, I'm proud to have such colleagues working for bacp."

8: "Following a call with the Ethics team this morning I would like to feedback on what a helpful experience this was. They provided a space for me to share my concerns and explore the dilemma I wished to talk about. They were calm, knowledgeable, and respectful in their responses. I am appreciative of their time, energy and focus during this discussion. The ethics hub and opportunity to speak with someone is from my perspective the best asset of BACP membership. As a practitioner within a setting who is working alongside non-counselling professionals, I can feel quite isolated at times. Knowing that if I have a dilemma I am struggling with I can book a timeslot to talk over is invaluable."



9: "A very prompt response with a helpful and relevant answer to my question and with signposting to further resources on the topic. Many thanks.."

10: "Can I give a big thank you to the Accreditation Team who were extremely helpful. They convinced me to continue with my application when I felt it was hopeless, resulting in me giving up, they reminded me that BACP does have a human side to it. My experiences with BACP have always been positive, but I forgot this. Thank You Accreditation Team for all you have done, I am not sure how close it was to passing or failing, so I thank you all for this achievement."



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