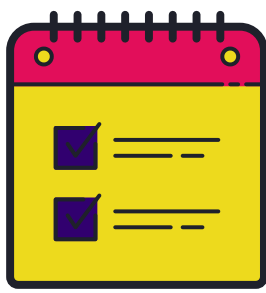


# Listening group report - July 2022

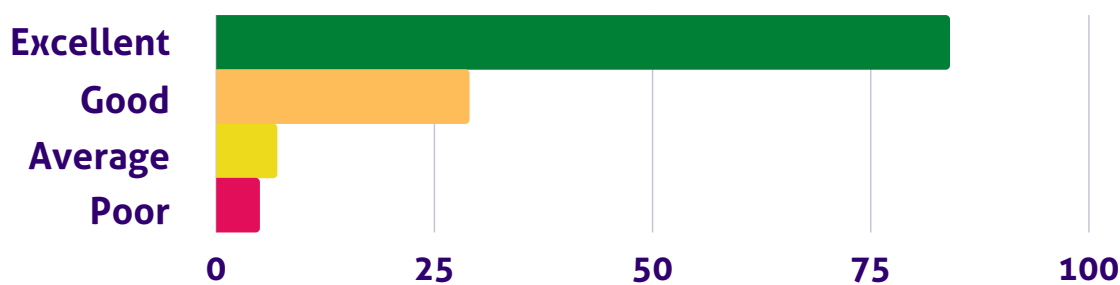


## Welcome to the Listening group monthly report

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

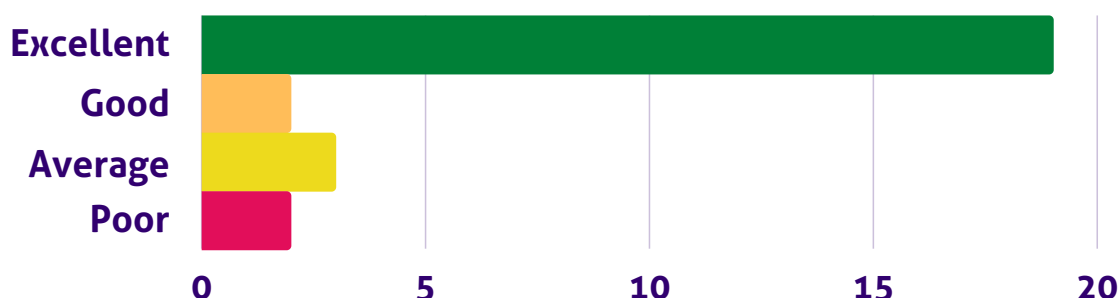
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

### Customer service feedback



67% of members felt our service was excellent, 23% felt it was good, 6% felt it was average and 4% of members felt our service was poor

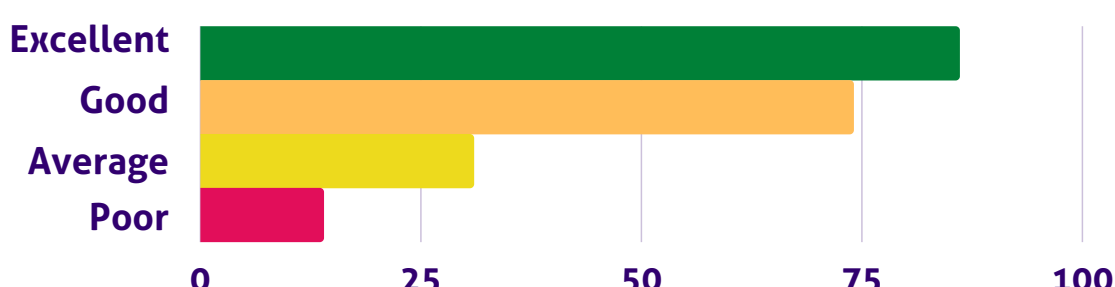
### Ethics feedback



73% of members felt our service was excellent, 8% felt it was good, 12% felt it was average and 8% of members felt the service was poor

### eBulletin feedback

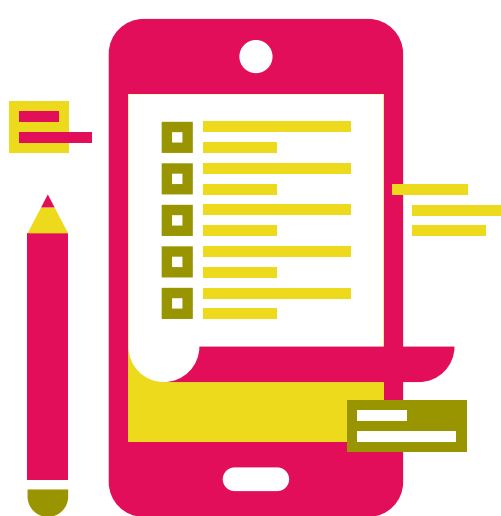
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



42% of members felt our content was excellent, 36% felt it was good, 15% felt it was average, and 7% felt the content was poor

## Reasons for contacting BACP:

We've looked at data from calls and emails. In July, 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
- Upgrade
- New applicant
- Renewal
- Lapsed reinstatement

#### Accreditation

- Applications
- Application payment
- Criteria
- Chasing updates
- Deferral

#### Registration

- CoP
- CoP bookings and cancellations
- Logos and certificates
- Chasing CoP results
- Audit

## 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: Therapist directory telesurgery

We're aware that there's been less availability on the website for directory telesurgery appointments. This is due to an increase in demand for appointments which are being booked quickly. We've added more resources to help improve availability and we're continuing to look at what else we can do to increase capacity. Please continue to check our availability via the [website](#).

### 2: Surveys

We've received feedback stating that BACP have been sending out a high number of surveys in recent months. A number of key surveys have been issued recently and we're sorry if this seems excessive however your input is very important to us. We'll continue to monitor the number of surveys we send and will aim to distribute these over a more reasonable time period in future.



### 3: CPD Hub

We've had contact from some members experiencing issues when trying to access the CPD hub. This is something we're aware of and we've escalated this with our development teams. This isn't affecting all members and we're contacting those experiencing problems to try and establish the cause. Please let us know if you have any difficulties accessing the hub, we'll be happy to assist.

# Listening group report - July 2022

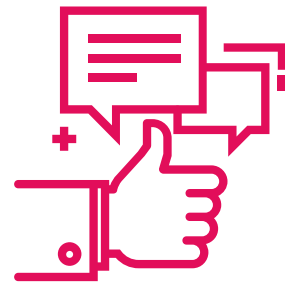
## Positive feedback

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.



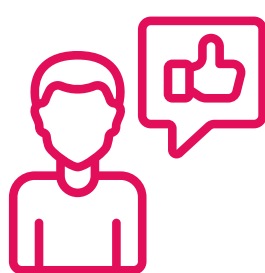
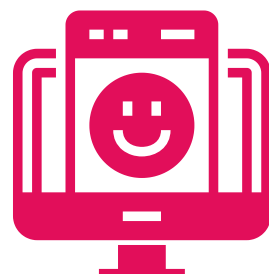
"It was lovely to speak with you yesterday and so very insightful. Thank you for taking the time and being patient with me to explain everything. That was extremely kind. I also welcome the opportunity to speak again possibly in 3 months time to update you with how the change in my listings as impacted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

"I want to thank you very much for the helpful information you kindly provided in your response to my desperate plea for guidance. I gained clarity and sense of direction from it, and so I feel confident to articulate my stand in negotiating the way forward. Thank you."



"We really do value the Accreditation process - it really supports our work. Thank you to you and BACP for running it. We also think the new format is useful, helping us to focus more deeply on particular areas each year."

"I contacted your service for some information that I desperately needed for an application I am making. Your customer service officer was very kind and helpful, they said they would try and find the information I needed and would get back to me, which they did, very promptly. Thank you so much, I really appreciate your help."



"I would like to pass on some positive feedback with regards to a call today that was handled by Customer Services. They were respectful, patient and very understanding. Nothing was too much trouble (these skills cannot be bought off the peg), they are a great asset to BACP and I thank you so much for their exemplary communication skills."

"They took away the mystic of applying for accreditation with BACP. Straight forward verbal information pertinent to the questions I had asked. Then the promised email arrived very shortly after our telephone call with every document mentioned that would assist my application for accreditation. Really well done and I felt listened to and very clear about what to do next. Excellent service today. Thank you so very much."



"You were so knowledgeable and helpful. I feel truly supported by BACP. You gave me real clarity and I am going to read the articles you were so kind to send me. If I still need advice I will not hesitate to contact you."

"Many thanks for your most comprehensive and exceptionally prompt response. This is extremely helpful and will really assist me in making a final decision on this matter. I'm very impressed that BACP has such an excellent service."



"The BACP team are always very supported and willing to help with any concern that you are having. It is an excellent service that they provide to their members."

"I was over the moon to receive the award of my accreditation today. I wanted to pass on my thanks to you for all your help during that time as it was invaluable and very supportive. I believe you're attitude and behaviour reflected the values and principles of BACP."



**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)**