

Listening group report - November 2022

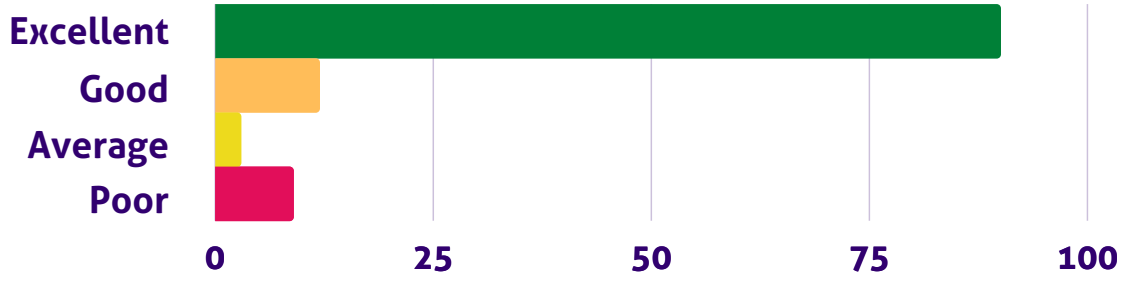


Welcome to the Listening group monthly report

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

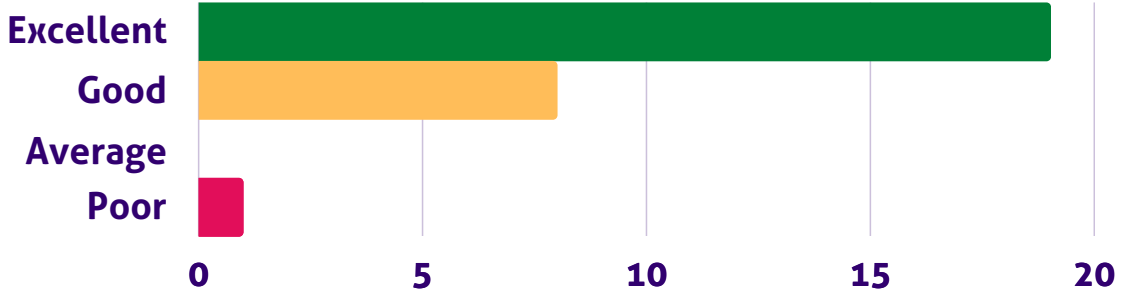
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

Customer service feedback



79% of members felt our service was excellent, 12% felt it was good, 3% felt it was average and 8% of members felt our service was poor

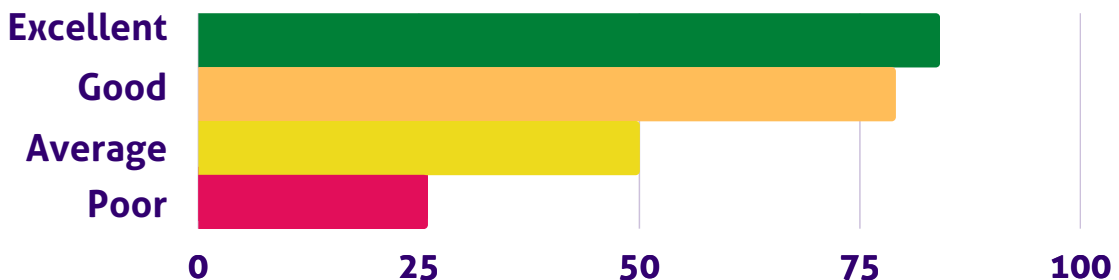
Ethics feedback



68% of members felt our service was excellent, 29% felt it was good, no members felt it was average and 4% felt our service was poor

eBulletin feedback

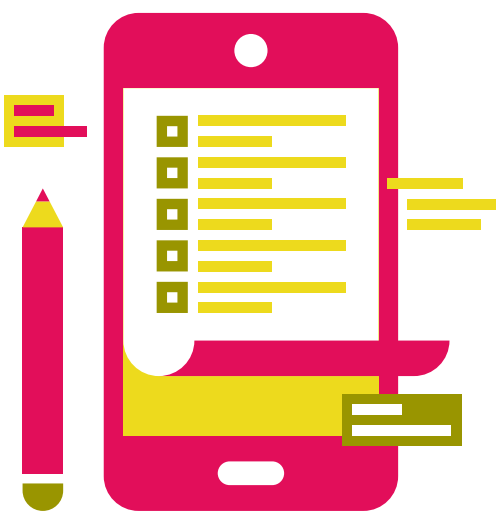
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



35% of members felt our content was excellent, 33% felt it was good, 21% felt it was average, and 11% felt the content was poor

Reasons for contacting BACP:

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



Themes - top 5

- Membership;
- Accreditation;
- Ethics;
- Registration;
- 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:

1: Membership

- Address or email change;
- New applicant;
- Renewal;
- Upgrade;
- Training

2: Accreditation

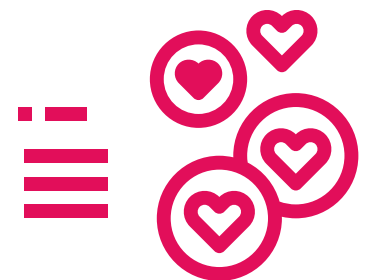
- Applications;
- Application payment;
- Criteria;
- Chasing updates;
- Other

3: Registration

- Other;
- New query or online booking;
- Supervision;
- Info sheets and Good practice in action resources;
- Call back

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: Events

We've been asked if more events could be held on weekends for those who have busy practices and can't attend in person. We do hold hybrid events on weekends however, all other events have an on-demand service available for content so that members can catch up at a later date.

2: Directory fees

Some of our members have asked why there's a fee for our directory. Having this as a subscription allows us to maintain, improve and promote the platform. Over the last 12 months, we've improved the search functionality, added photos to the mobile platform, enhanced security and increased the amount of information available within each listing. We also offer free telesurgeries for those who need advice on optimising their listing, or for those wishing to see statistics on the number of views they're getting. We're committed to the continued improvement of the directory so if you have any ideas about what you'd like to see, please let us know.



3: Website

A number of members have contacted us this month regarding our website. We're aware our site has been running slowly, with a number of issues and error messages being reported to us. We do apologise for this, we've raised this with our developers who are continuing to monitor site performance. We are continuing work on the requirements for a new website and we'll keep you updated with progress on this.

Listening group report - November 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: "The reason for my contact with BACP was made much easier than I expected. The first person I spoke with made everything I wanted to know and to action so much easier than I had expected. My reason for contacting BACP was to renew my membership and Accredited registration."

2: "Your team recently helped us with a Lottery grant to provide more counselling services to Polish communities...we are now through to the second round of funding and are so grateful for the support from the BACP which means that we will be able to expand our service and pay more therapists"



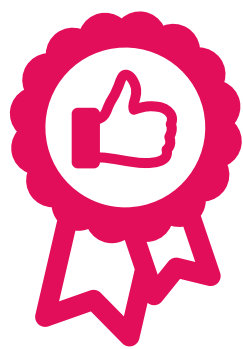
3: "Thank you for handling our query so sensitively and with compassion, this was a unique and very difficult situation for us and as a smaller organisation we often have very close relationships with our clients. The advice and support you gave helped us frame the incident and explore how best to respond to something that deeply affected us"

4: "I rang the help line as my internet wasn't working the person I spoke to was extremely helpful. She kindly sent me an email with forms to send back to confirm my subscription. This evening my internet has worked and I have completed everything online. thank you again."



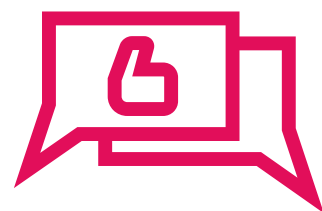
5: "Staff members contacted were quick to respond, polite, helpful and reassuring when managing the payment glitch issue. Everything went through smoothly in the end."

6: "My call was answered quickly and the guidance offered was clear. I received an email very shortly after the call, containing helpful information. Friendly, professional and helpful."



7: "I've been a member for many years and your 'front of house' hasn't always been the best. Well, the last two occasions I have had queries, your staff have been warm, engaging and helpful so thanks BACP!!"

8: "Love the new ebulletin updates and the various areas that BACP are focusing on now. Especially around bereavement and the impact this has on children and adults. The menopause month, this I really am impressed that BACP are doing articles in the upcoming therapy today. On a personal note, this is much needed an awareness how this affects women on a daily basis."



9: "I felt the ebulletin - as always - is informative, relevant and up to date with what we need to be aware of and offer to others. Be it clients, counsellors or businesses!"

10: "It was lovely to know that the BACP system still recognised me although I have been a lapsed member for the past few years due to a change in personal circumstances and the person I spoke to was most helpful. 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