

Listening group report - October 2022

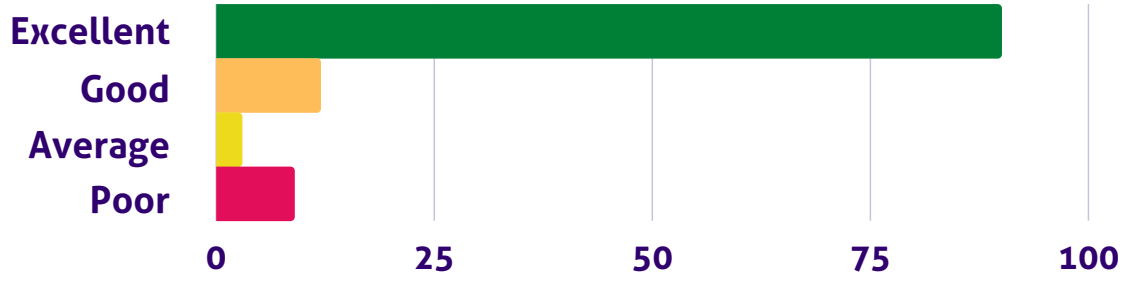


Welcome to the Listening group monthly report

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

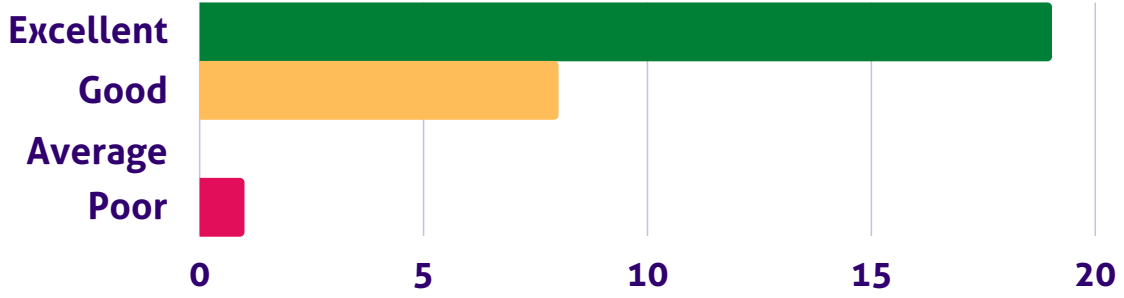
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

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

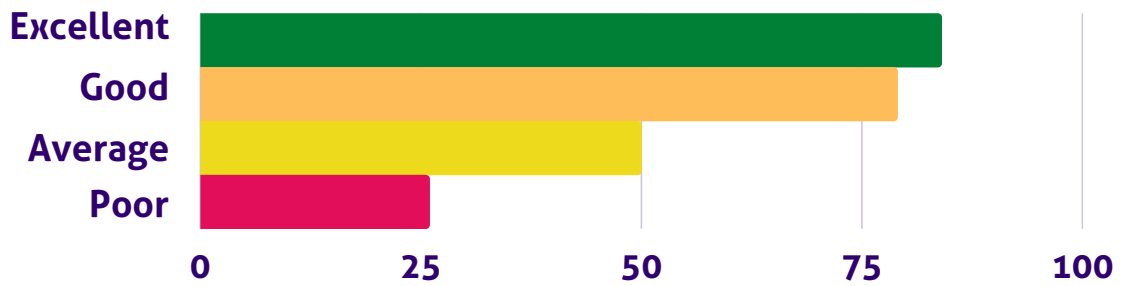
Ethics feedback



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

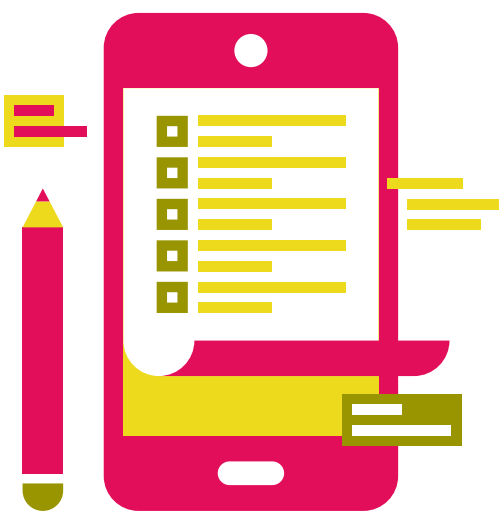
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



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 October, the main reasons members contacted BACP were:



Themes - top 5

- Membership
- Accreditation
- Ethics
- Registration
- FaT / 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

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

Accreditation

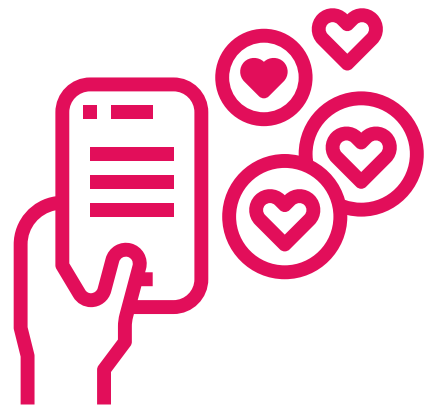
- Applications
- Application payment
- Criteria
- Update required
- Other

Ethics

- New query / online booking
- Other
- Supervision
- Info sheets and GPiA
- Callback

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: GDPR guidance

We've been asked if we can provide clear guidance on GDPR and data ownership that members can access. This information is available on our website and members can download our [privacy notice guide](#) which provides some useful guidance.

2: Directory search options

Some members have suggested that it would be useful to have a 'type of therapy' search option on the directory listings. We currently have a development in place to add this function which will assist members of the public when choosing a therapist. You can currently use the search bar to enter a type of therapy but we'll let you know when any further changes are made.



3: Direct debit payment schedule

We're aware that recently, some members have been notified of an incorrect payment date for their first payment of their membership term. This is a system error which we're working on and we'd like to reassure you that these are being corrected manually until the issue is fixed. No payments will be taken early and you will receive confirmation of the correct payment date once updated.

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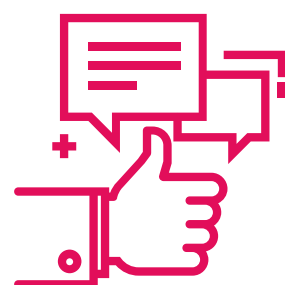
Positive feedback

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.



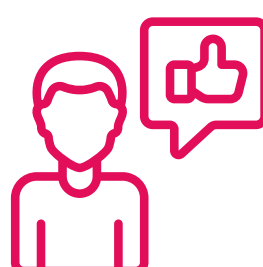
"Thank you BACP such an important message, excellent work. I saw a BBC report on the public's experiences of seeing unqualified counsellors and Psychotherapists and was shocking. Keep up the good work."

"I really enjoyed the Private Practice conference, already looking forward to next year! Thanks for your hard work putting together this fantastic event and for hosting a great event! This was my first opportunity to attend one in person, very inspirational. Thank you for organising great speakers, wonderful networking opportunities and an excellent conference in terms of site, refreshments and talks."



"I have been an Accredited member with BACP since 1995 during that time I also became an Accredited Supervisor and Coach. I have been in Private practice during those years, and I just want to share that during those years that have been the most stimulating years, I have been proud of belonging to such a supportive organisation, where one never feels any inquiry is too much for them. Thank you for moving with the fast-changing world that we now inhabit."

"Thank you so much for the in depth and quality information provided. I really appreciate the time taken and I will look forward to making contact again next year."



"Thank you so much for your prompt call and email with the resources. I look forward to having a detailed read of it, but wanted to thank you first for the information and the efficiency. I have just raved about how helpful and easy it was to reach out for ethical help. Many thanks and have a lovely weekend."

"As well as my issue being dealt with in a really professional manner more importantly I was dealt with with humanity and I was not made to feel I was a problem"



"The CS advisor was really helpful and didn't make me feel rushed. I wasn't sure what I wanted to know so she helped me frame the question and offered a lot of guidance and info on cpd and other resources that were available to me on the subjects we were talking about. Then she backed it all up in an email with links to further information. Perfect interaction I felt valued and I got exactly what I needed - thank you."

"Thank you so much for the in depth and quality information provided. I really appreciate the time taken and I will look forward to making contact again next year."



"Customer services were really helpful and understanding with my situation this morning. I felt listened to and heard plus a valued member of the BACP. Thank you for that! Much appreciated and needed."

"You assisted me with my directory profiles in August, following my move, and we particularly focused on the geographical reach. I just wanted to let you know that I am now regularly receiving approximately one new enquiry a week, so I am absolutely delighted and am quickly building up my client base in my new location. I very much appreciate the assistance you gave me and wanted you to know that it's had a big impact for me. So thank you very much!."



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