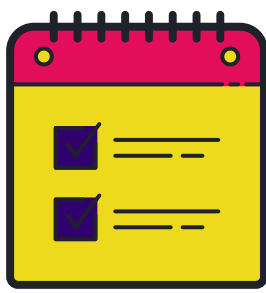


# Listening group report - February 2023

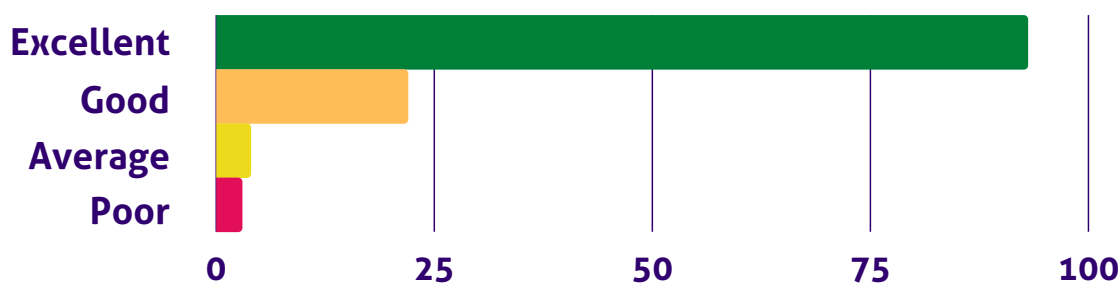


## Welcome to the Listening group monthly report

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

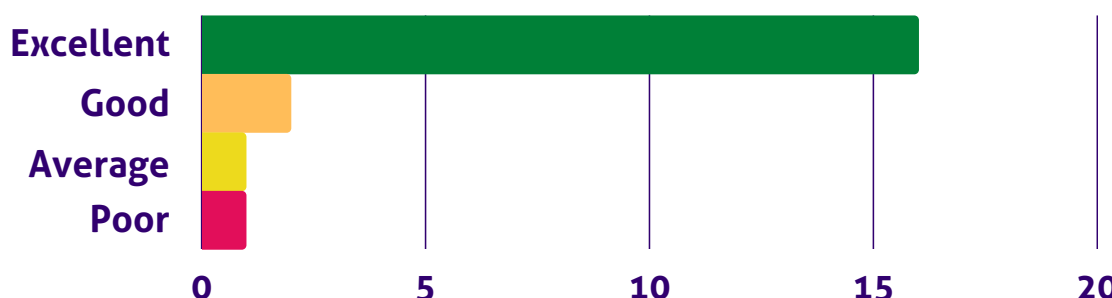
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

### Customer service feedback



76% of members felt our service was excellent, 18% felt it was good, 3% felt it was average and 2% of members felt our service was poor.

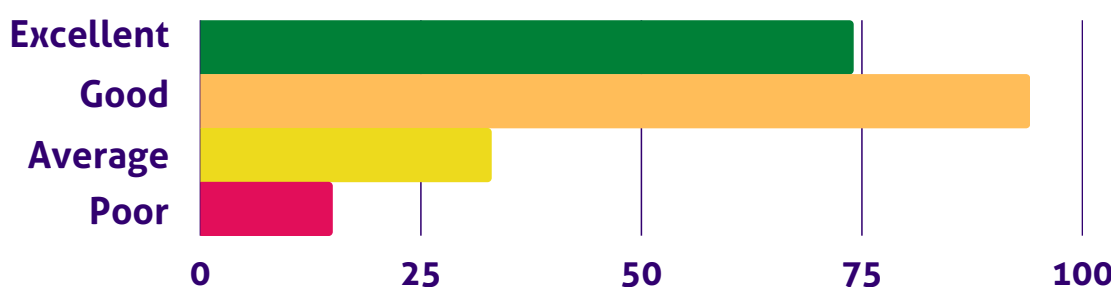
### Ethics feedback



80% of members felt our service was excellent, 10% felt it was good, 5% felt it was average and 5% of members felt our service was poor.

### eBulletin feedback

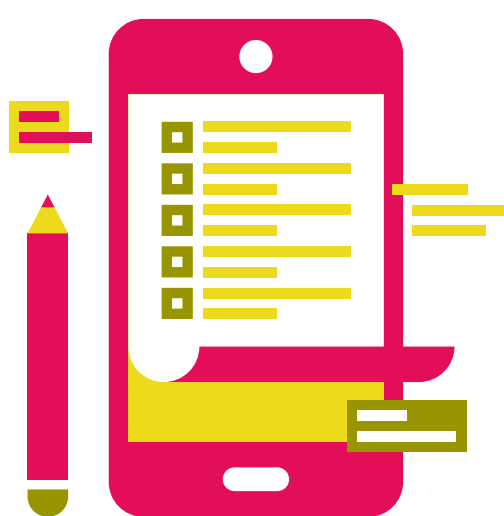
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



34% of members felt our content was excellent, 44% 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 December, the main reasons members contacted BACP were:



**Themes - top 5**  
Membership;  
Accreditation;  
Find a therapist and jobs board;  
Registration;  
Ethics;

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

Training;  
Renewal;  
New applicant;  
Address or email change;  
General;

#### 2: Accreditation

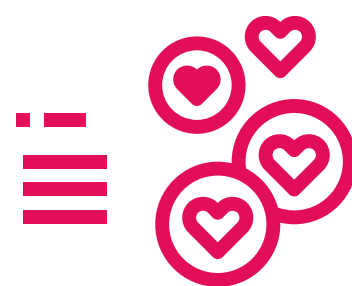
Application;  
Criteria;  
Supervision;  
Course accreditation;  
Application payment;

#### 3: Find a Therapist & Jobs board

General;  
Profile update;  
Online Find a Therapist issues;  
Joining the directory;  
Advertising a job;

## 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

We've received a number of comments regarding the recent changes that have been made to the directory contact form. These were necessary changes to help reduce the number of spam, marketing and inappropriate emails being sent. The changes were made based on feedback from our members and with input from specialists within the Directory, Ethics, Standards, IT and Data Protection teams at BACP.

We're continuing to develop the contact form and the following changes have now been made:

- Increased character count in the free text box to 300 characters which allows clients to provide more information.
- Updated details in the email to members with the enquiry form attached; this contains information to support members opening the enquiry form.

Further developments are in place and will be added shortly, these include:

- Providing a hyperlink to the enquirers email address.
- Removal of unnecessary drop down boxes, the required information will pull through from the clients initial search options.
- Auto populating all chosen search criteria to avoid clients repeatedly typing the same information into the form; also supporting a members understanding of why they chose their listing.

We genuinely appreciate feedback from our members and listen to all suggestions of improvements. Thank you to all of our members who have already sent in their considered comments.

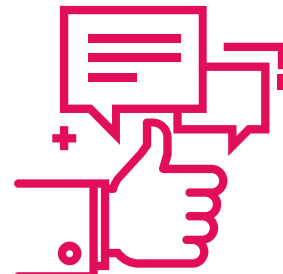
## Positive feedback

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.



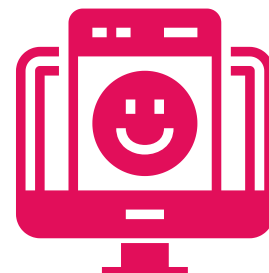
1: "Sincere thanks for taking the time and effort to respond to this, your advice is enormously helpful. Thank you also for coming back to me this swiftly. Many thanks; that is great signposting, I have been so grateful for your support and advice. I cant thank you enough. "

2: "Went above and beyond by looking into my enquiry about a webinar being sold out in addition to responding to my request to go on a waiting list. Discovered the webinar wasn't actually sold out and then got in touch by email to let me know that they had reserved me a place for the webinar. That is outstanding service, thank you!"



3: "Thank you BACP for sharing your thoughts on International Women's Day and the importance of embracing equity. It's inspiring to hear about organisations like yours that prioritise inclusivity and empowerment. As a counsellor, I have the opportunity to contribute to this important cause by supporting and empowering women to reach their full potential. You inspired me to submit my BACP directory listing yesterday and today I am now listed."

4: "This was an excellent opportunity to be with like minded individuals and to debate and share experiences. I loved the very open and free flowing formats of the breakout rooms which enabled us to speak about what was important to us."



5: "I have had to make three phone calls for help and support today but, the advisor and their colleague went above and beyond to help me navigate through to where I needed to be. They made everything so simple for me, I am extremely impressed and very grateful. I just want to say a huge thank you for their help and support."

6: "As a subscriber to the BACP CPD library, I find the content available is brilliant. It is constantly updated and there are many courses available too with the Open University. At the start of lockdown, I completed the OU/BACP online course to ensure that I was competent to work in this way and it has proven invaluable."



7: "The advisor was friendly, upbeat, and informative. A pleasure to work with and dealt with my CPD advertising inquiry perfectly, kindest regards"

8: "The CSO was helpful in understanding what my needs with the accreditation application process at the moment and offering relevant answer and support in a timely manner. Thank you."



9: "I wanted to feedback to you how much I appreciated your help in inputting my revised therapist and supervisor profiles. Very patient and had a lovely manner and nothing was too much trouble for her. What could have been quite stressful turned into a very enjoyable experience for me. I am so pleased that you are able to offer this service and very grateful for the help that I received."

10: "Lovely to speak with such a professional woman who had the advice that I immediately needed. Very helpful."



**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)**