

Listening group report - January 2023

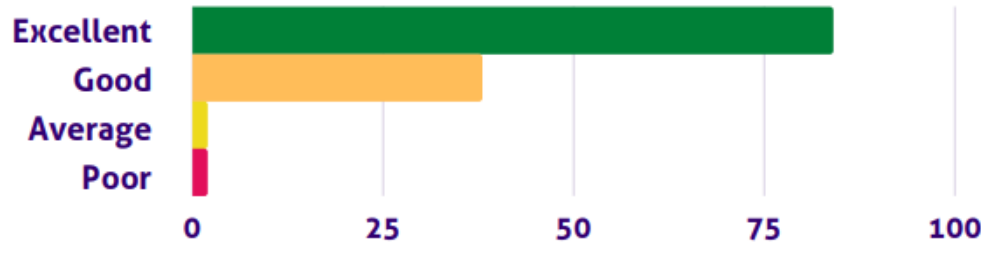


Welcome to the Listening group monthly report

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

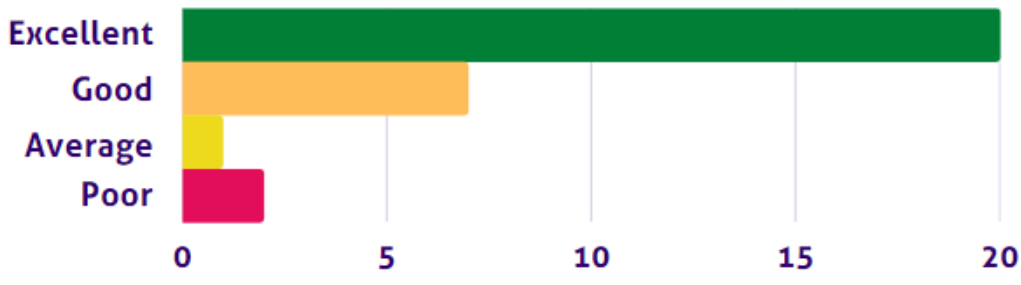
The following data is taken from our Customer Thermometer service which shows how well we're doing in responding to emails and calls. Members who have contacted us can rate our service and then leave feedback. This is used by both customer service and ethics teams.

Customer service feedback



67% of members felt our service was excellent, 30% felt it was good, 2% felt it was average and 2% of members felt our service was poor.

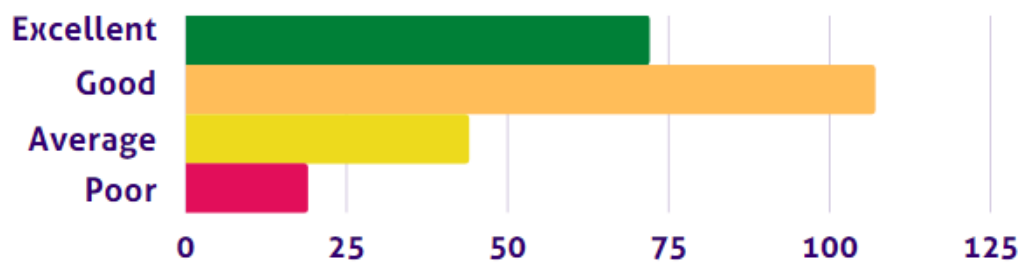
Ethics feedback



67% of members felt our service was excellent, 23% felt it was good, 3% felt it was average and 7% felt our service was poor.

eBulletin feedback

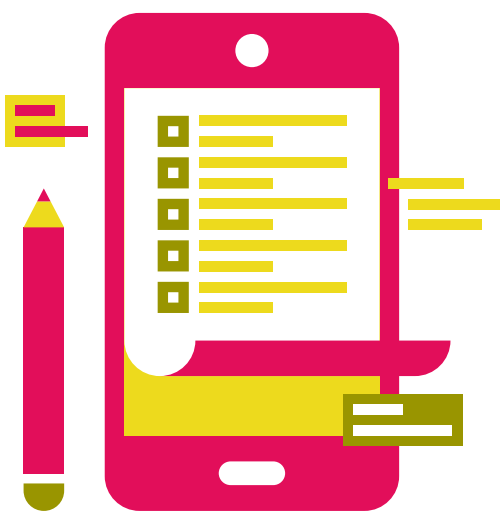
We also use this service for our eBulletins to find out how our members feel about the content. Specific rating scales differ across ebulletins. For the purpose of reporting we've used the scale excellent to poor to illustrate overall performance.



30% of members felt our content was excellent, 44% felt it was good, 18% felt it was average, and 8% felt the content was poor.

Reasons for contacting BACP:

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



Themes - top 5;

- Membership;
- Accreditation;
- Find a Therapist & Jobs board;
- Ethics;
- Registration;

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

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

2: Accreditation

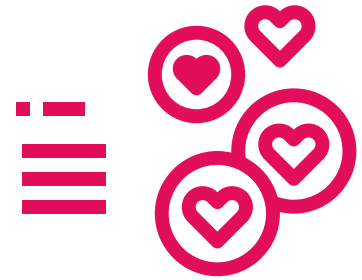
- Applications;
- Criteria; Application payment;
- Senior accreditation; Other;

3: Find a Therapist & Jobs board

- General enquiry;
- Update a directory profile;
- Online directory issues;
- Join 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: Member benefits

We've received feedback that suggests many of our members are unaware of the benefits available to them. We have a dedicated page on our website to highlight member benefits so whether you're new to BACP or an existing member, you can find out how to get the most from your membership by viewing the benefits available via our website.

2: Events

We're aware that some of our events can sell out quickly and we've been asked if we can run these more frequently, specifically the suicide & self harm events. As part of our professional development days programme, we run three events per year on this subject and we have increased the capacity for attendees. We have to limit the numbers so that the event remains as interactive as possible, allowing delegates to engage with the presenter and each other. Although we're not currently planning to increase the number of events, we do have free resources available on this subject which you can view on our website.



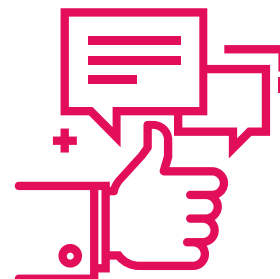
Positive feedback

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.



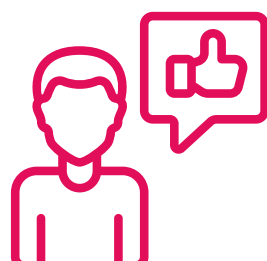
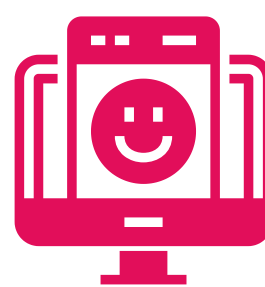
1: "Just to let you know that I've found out that I've passed my Accreditation. I'm over the moon and I just wanted to say a massive thank you for your support. Before I knew about this service I procrastinated for well over a year as I was struggling to get my thoughts and actions into words. It's a brilliant service that you provide and I hope that it gives many more people the confidence to go ahead with their own applications."

2: "Thank you very much for your comprehensive response. It won't be necessary for me to book an appointment to discuss this as you have set out the ethics related to relevant points. Thank you again for the time and attention that you have given my query, it is very much appreciated."



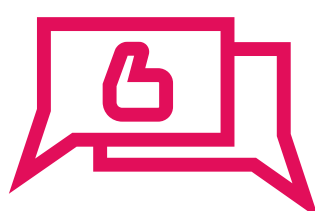
3: "Thank you for your email, I was intending to write in and say how impressed I have been with the level of support I have had. The advisor was exceptionally kind, helpful and efficient, all without making me feel stupid. I'm very grateful to them and I'm really glad that they're appreciated by their colleagues too."

4: "Just wanted to say thank you for the BACP event this morning. It's great to see BACP delivering training on such an important issue. I am really passionate about helping people with their money and hope to use my counselling diploma in some way in this area. I understand you are considering putting more resources on BACP regarding how best counsellors can support those in financial hardship and possibly setting up a group to look at this? I just wanted to say I would be happy to contribute to this if this is at all a possibility."



5: "The EDI podcast is such an important series. Very grateful for BACP providing this series of podcasts"

6: "Took the time to really clarify my concerns and confusion! Offered to follow up with an email and did so immediately. Thank you."



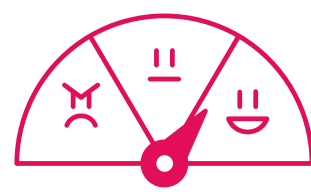
7: "It was such a relief to speak with your customer service advisor today. She listened and fed back to me everything in a compassionate and clear way. I felt supported and that I was given clear instructions to how that I may proceed if I were to make a formal complaint. Thank you"

8: "The service was professional, considerate and helpful. I had technological problems so eventually have sent renewal documentation by post. Thank you, I appreciate all BACP endeavours."



9: "The customer service advisor was very supportive and patient with me during my enquiry. Historically my calls for guidance had ended with recommendations to look at the bacp website, but this advisor was fantastic. Thank-you!"

10: "I had a query on how to use the Hub. I called in, my call got answered within one minute and I got some very clear guidance"



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