BenefitsCal Quarterly Metrics Report – March Report

Adoption from January 2023 to February 2023*

Account Access

99% customers, on average, successfully logged into their account

144,287 average logins per day allows Customers to manage their benefits
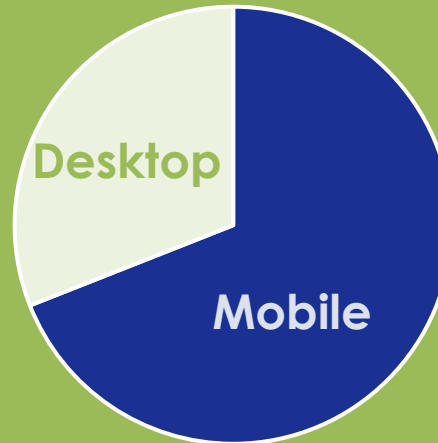
Notice of Action

3,843,017 Notices of Action (NOA) reviewed by customers through their account

Usage by Device

69% households apply for or manage their benefits from a mobile device

Desktop

Mobile

BenefitsCal Activity as a % of Submissions from All Other Channels

Applications

70% CalFresh	**62%** CalWORKs	**29%** Medi-Cal

Renewals

26% CalFresh	**31%** CalWORKs	**7%** Medi-Cal

Periodic Report
32% SAR7

Document Uploads
47% All Types

Messages

25,577 Messages **sent by a customer** to their case worker

27,185 Messages **sent by a case worker** to the customer

*Updated version of the Quarterly Usage Report including March 2023 data will be published in April 2023

BenefitsCal Quarterly Metrics
Shared Definitions

Metric	Definition
Login Success	The rate of customers who successfully logged in, without getting locked out of their account.
Logins	The average of total customer logins per day.
NOA Views	The count of unique NOAs viewed by customers.
Usage by Device	The rate of BenefitsCal visits on mobile devices (e.g. phones and tables) compared to desktop devices (e.g. laptops).
Messages Sent by a Customer	The count of messages sent to a case worker by a customer through the "Two-Way Message" feature.
Messages Sent by a Case Worker	The count of messages sent to a customer by a case worker. This could be an informational message or a request for action.
BenefitsCal applications as a % of all submissions in CalSAWS	The rate of applications by program submitted on BenefitsCal compared to submissions from all other channels (e.g. county office, mail) for the same program.
BenefitsCal renewals and periodic reports as a % of all submissions in CalSAWS	The rate of applications by report type submitted on BenefitsCal compared to submissions from all other channels (e.g. county office, mail) for the same report type.
BenefitsCal document uploads as a % of all submissions in CalSAWS	The rate of documents sent from BenefitsCal compared to submissions from all other channels (e.g. county office, mail).