

BenefitsCal Quarterly Metrics Report – October Report



Adoption from July 2023 to September 2023

Account Access



99.8%

customers, on average, successfully logged into their account

107,193

average logins per day allows Customers to manage their benefits

Notice of Action



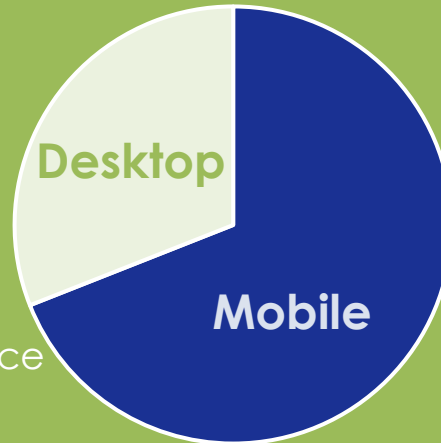
7,731,002

Notices of Action (NOA) reviewed by customers through their account

Usage by Device

71%

households apply for or manage their benefits from a mobile device



BenefitsCal Activity as a percentage of Submissions from All Other Channels

Applications

73%

CalFresh

74%

CalWORKs

36%

Medi-Cal

Renewals

30%

CalFresh

***31%**

CalWORKs

26%

Medi-Cal

Periodic Report

34%

SAR 7

Document Uploads

68%

All Types



Messages



48,586

Messages sent by a customer to their case worker

50,093

Messages sent by a case worker to the customer

**includes CW/CF RE combo submissions.*

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 tablets) 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 percentage 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 percentage 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 percentage of all submissions in CalSAWS	The rate of documents sent from BenefitsCal compared to submissions from all other channels (e.g., county office, mail).