BenefitsCal Quarterly Metrics Report – January Report

Adoption from October 2023 to December 2023

Account Access

99.99% customers, on average, successfully logged into their account

128,746 average logins per day allows Customers to manage their benefits
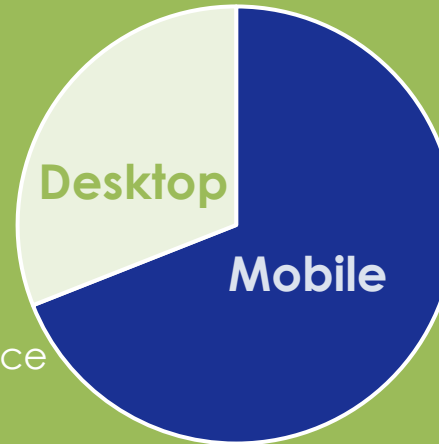
Notice of Action

8,311,540 Notices of Action (NOA) reviewed by customers through their account

Usage by Device

70% households apply for or manage their benefits from a mobile device

Desktop

Mobile

BenefitsCal Activity as a percentage of Submissions from All Other Channels

Applications

69%	74%	32%
CalFresh	CalWORKs	Medi-Cal

Renewals

*30%	*29%	25%
CalFresh	CalWORKs	Medi-Cal

*includes CW/CF RE combo submissions.

Periodic Report	Document Uploads
38%	**82%**
SAR 7	All Types

Messages

62,664 Messages **sent by a customer** to their case worker

50,201 Messages **sent by a case worker** to the customer

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 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).