

BenefitsCal Quarterly Metrics Report

October 2024 Report

10/31/24



CalSAWS



BenefitsCal Quarterly Metrics Report – October Report



Adoption from July 2024 to September 2024

Account Access



99.95%

customers, on average, successfully logged in to their account

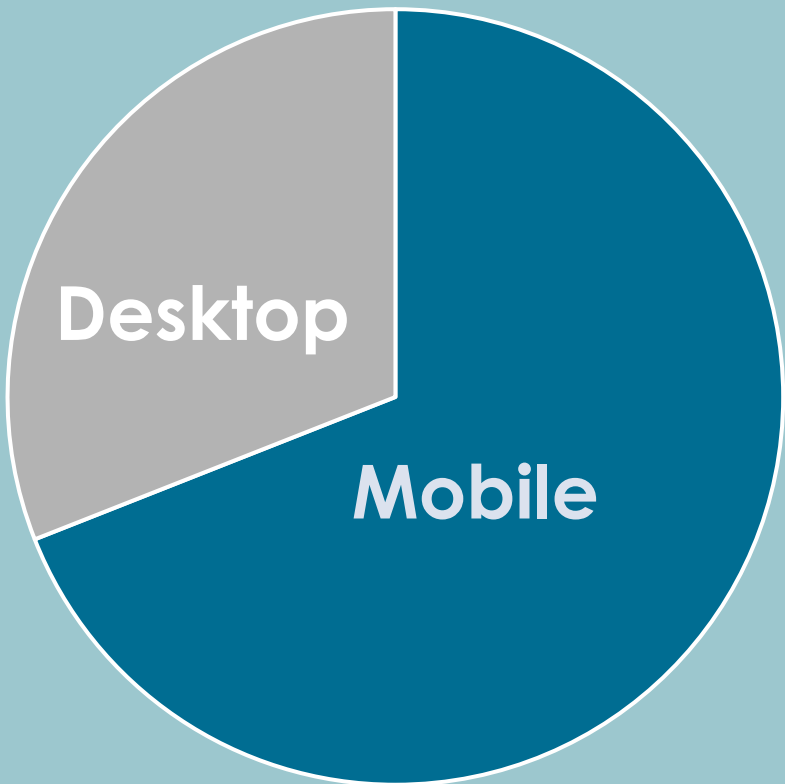
115,872

Average unique logins per day allows Customers to manage their benefits

Usage by Device

62%

households apply for or manage their benefits from a mobile device



Documents/Images



7,989,190

images uploaded using the portal

BenefitsCal Activity

as a percentage of submissions from all other channels

Applications

70%

CalFresh

76%

CalWORKs

40%

Medi-Cal

Renewals

***33%**

CalFresh

***35%**

CalWORKs

30%

Medi-Cal

**includes CW/CF RE combo submissions.*

Periodic Report

44%

SAR 7

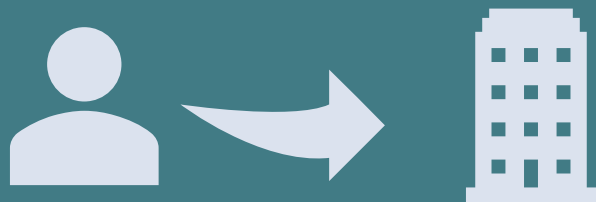
Notice of Action



9,839,276

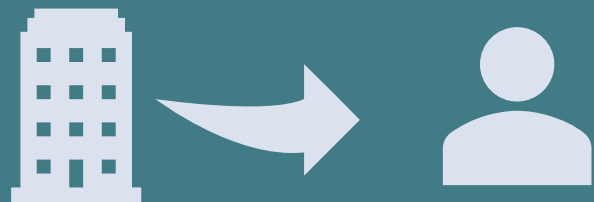
Notices of Action (NOA) reviewed by customers through their account

Messages



70,241

Messages sent by a customer to their case worker

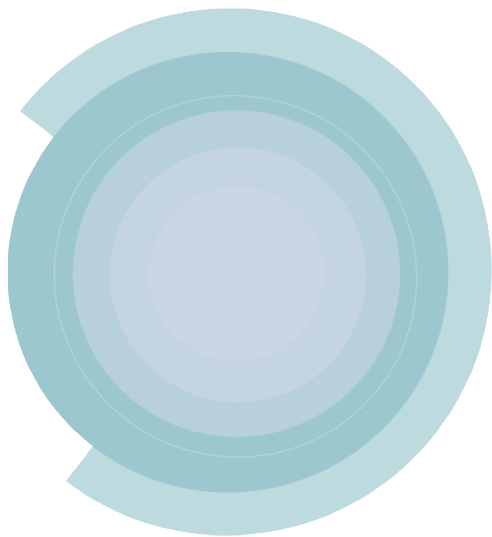


64,335

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 unique 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.
Document and image uploads in BenefitsCal	The count of documents uploaded using the BenefitsCal portal.