BenefitsCal Usage Metrics Report

Published date: December 2024
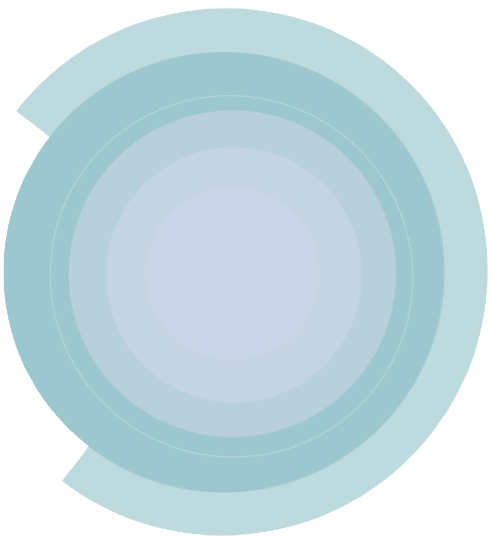
CalSAWS

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Date Range: April 2024 to July 2024 (Initial report)

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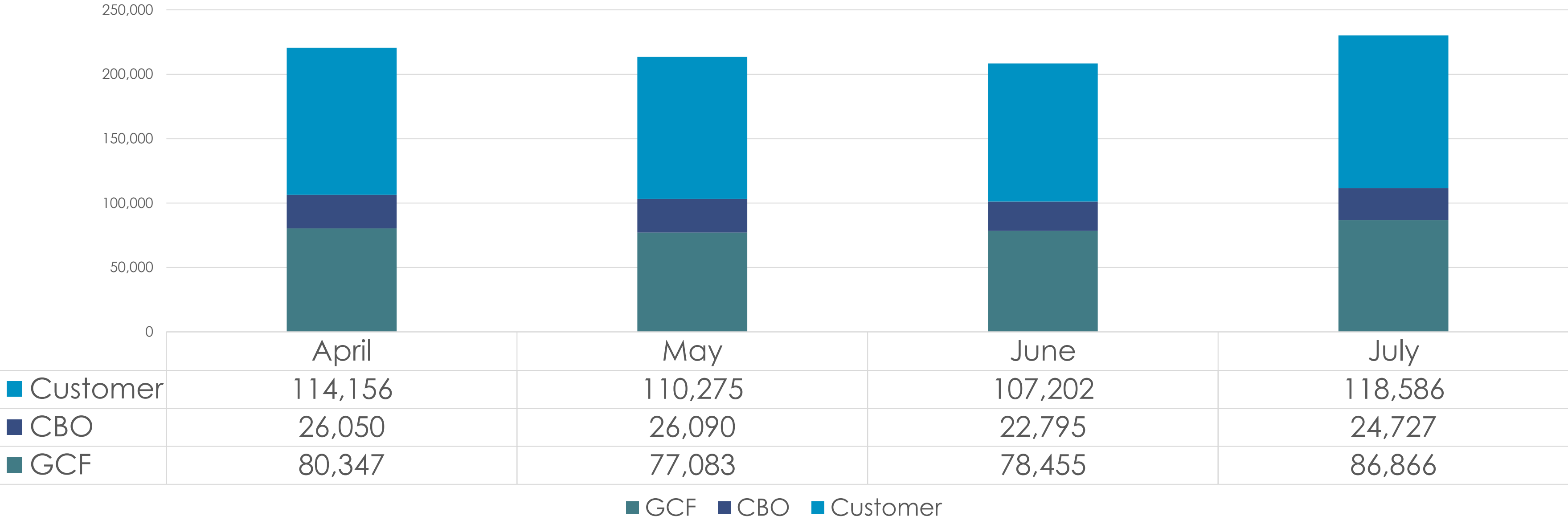- Help Desk Feedback
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Applications

Applications Submitted

Data Range: 04/01/24 to 07/31/24

The following chart is a four-month trend of applications submitted broken down by customers, CBOs, and GetCalFresh. The table includes the application count by program.

APPLICATIONS SUBMITTED BY SOURCE BY MONTH

|	April	May	June	July
■ Customer	114,156	110,275	107,202	118,586
■ CBO	26,050	26,090	22,795	24,727
■ GCF	80,347	77,083	78,455	86,866

■ GCF ■ CBO ■ Customer

The count includes all application submissions and does not exclude duplicates based on multiple submissions by the same individual

GCF applications include both customer and CBO submissions

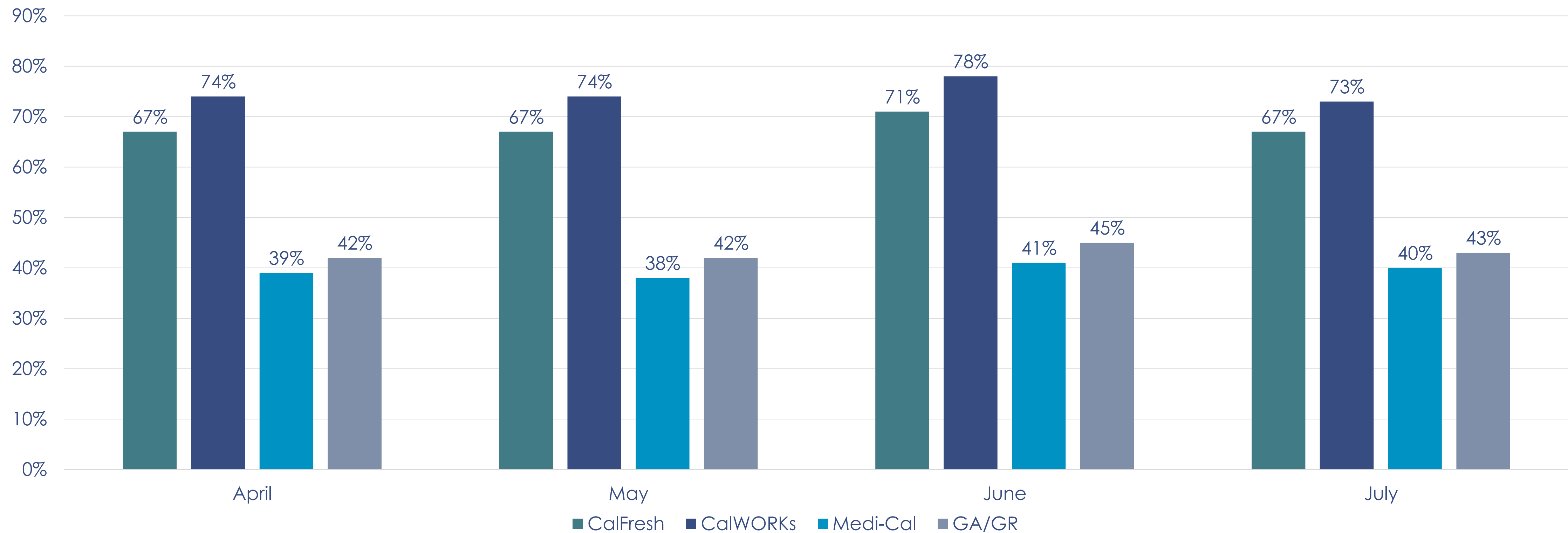| APPLICATIONS SUBMITTED					
	CalFresh Only	CalWORKs Only	Medi-Cal Only	GA/GR Only	More than 1 program
June	111,726	8,305	39,361	7,232	41,828
July	123,452	8,997	43,267	8,114	46,349

Application Adoption Rate

Data Range: 04/01/24 to 07/31/24
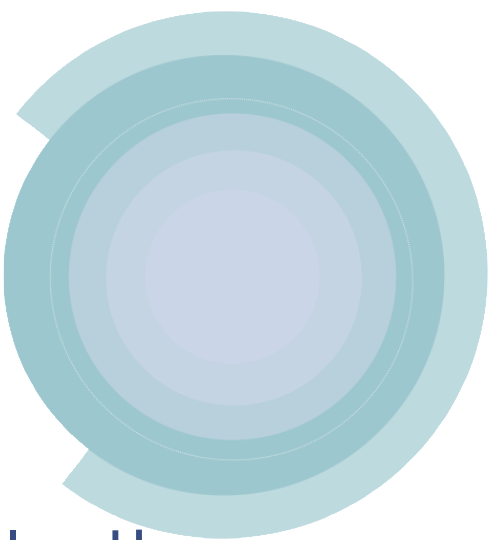
The following chart is a four-month trend of applications submitted on BenefitsCal as a proportion to all other channels of application submissions (e.g., county office, mail) in CalSAWS broken down by program and by month.


PERCENTAGE OF BENEFITSCAL SUBMITTED APPLICATIONS BY PROGRAM AND BY MONTH

April: CalFresh 67%, CalWORKs 74%, Medi-Cal 39%, GA/GR 42%
May: CalFresh 67%, CalWORKs 74%, Medi-Cal 38%, GA/GR 42%
June: CalFresh 71%, CalWORKs 78%, Medi-Cal 41%, GA/GR 45%
July: CalFresh 67%, CalWORKs 73%, Medi-Cal 40%, GA/GR 43%

Legend: CalFresh ■ CalWORKs ■ Medi-Cal ■ GA/GR ■

For example: *71% of the CalFresh applications received in CalSAWS across all channels during June 2024 came from BenefitsCal.*
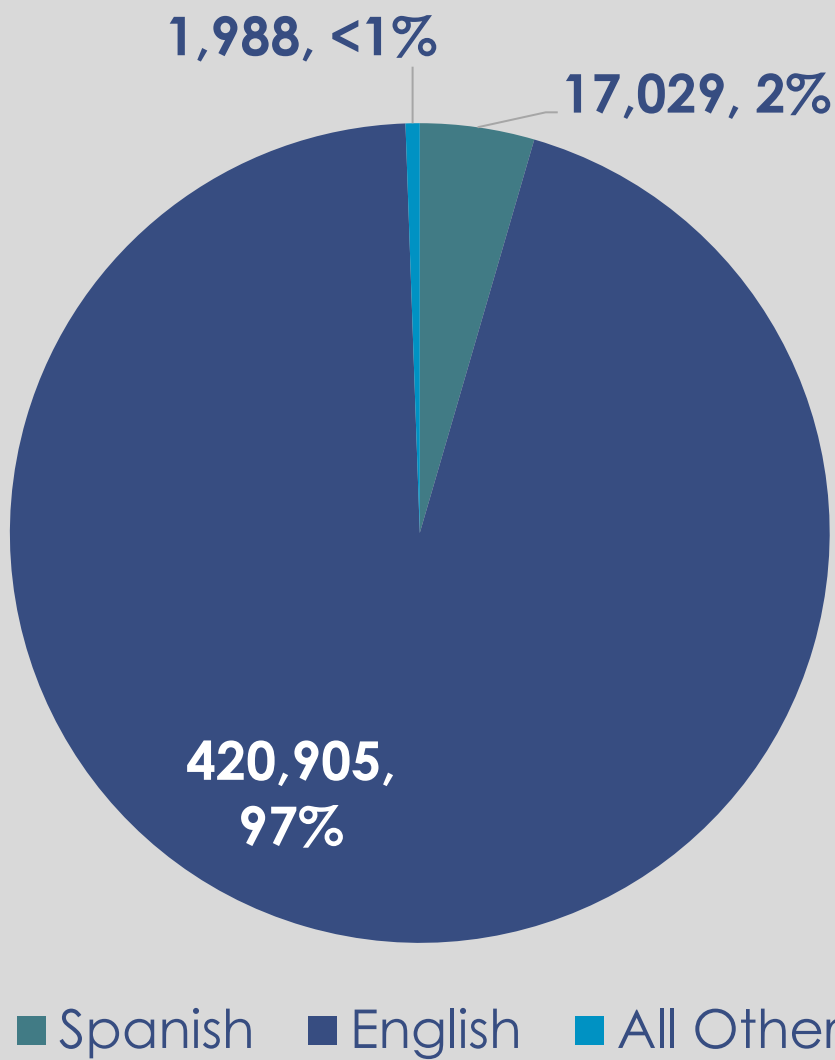
Submitted Applications by Language
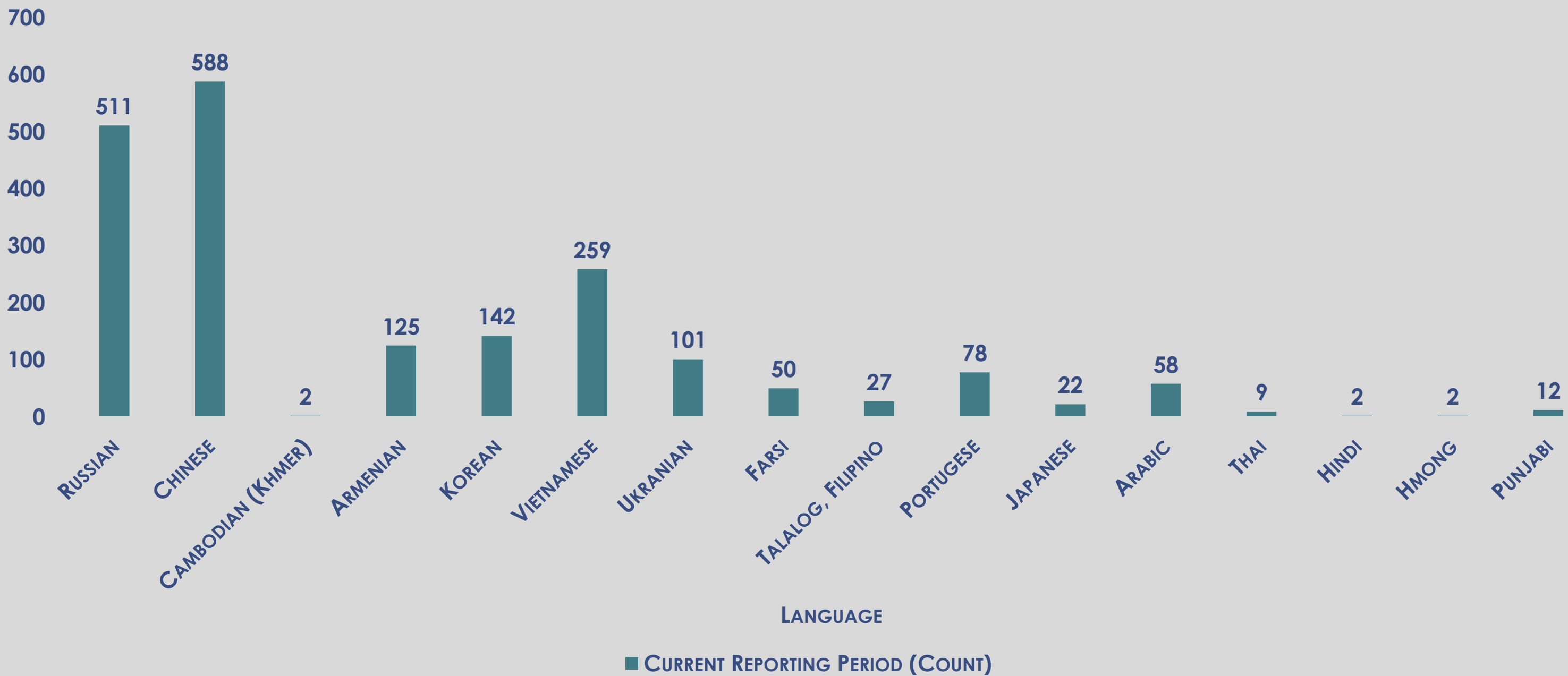
Data Range: 06/01/24 to 07/31/24
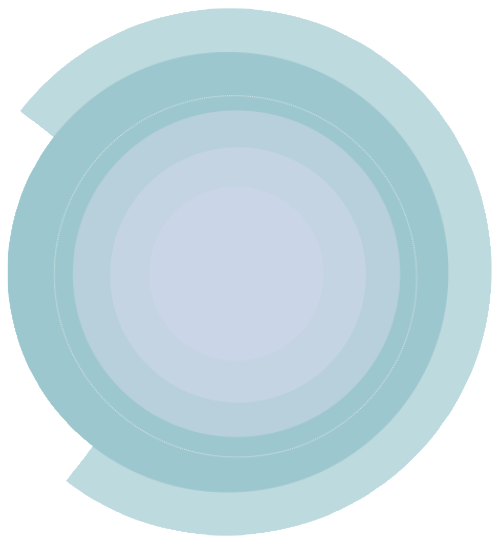
The following chart provides the number of applications submitted in languages English, Spanish, and "All Other" threshold languages for the current reporting period, June and July 2024.

APPLICATIONS SUBMITTED BY LANGUAGE

- 1,988, <1%
- 17,029, 2%
- 420,905, 97%

Legend: ■ Spanish ■ English ■ All Other

The following chart provides the number of applications submitted in **All Other** languages for the current reporting period, June and July 2024.

APPLICATION SUBMITTED BY LANGUAGE – NON ENGLISH/SPANISH

Language	Count
Russian	511
Chinese	588
Cambodian (Khmer)	2
Armenian	125
Korean	142
Vietnamese	259
Ukranian	101
Farsi	50
Talalog, Filipino	27
Portugese	78
Japanese	22
Arabic	58
Thai	9
Hindi	2
Hmong	2
Punjabi	12

LANGUAGE

Legend: ■ CURRENT REPORTING PERIOD (COUNT)

Note: *The data visualized on these chart is based on the language selected when completing the application. Customer's can identify written and spoken language on the BenefitsCal application which is not a part of this data set.*
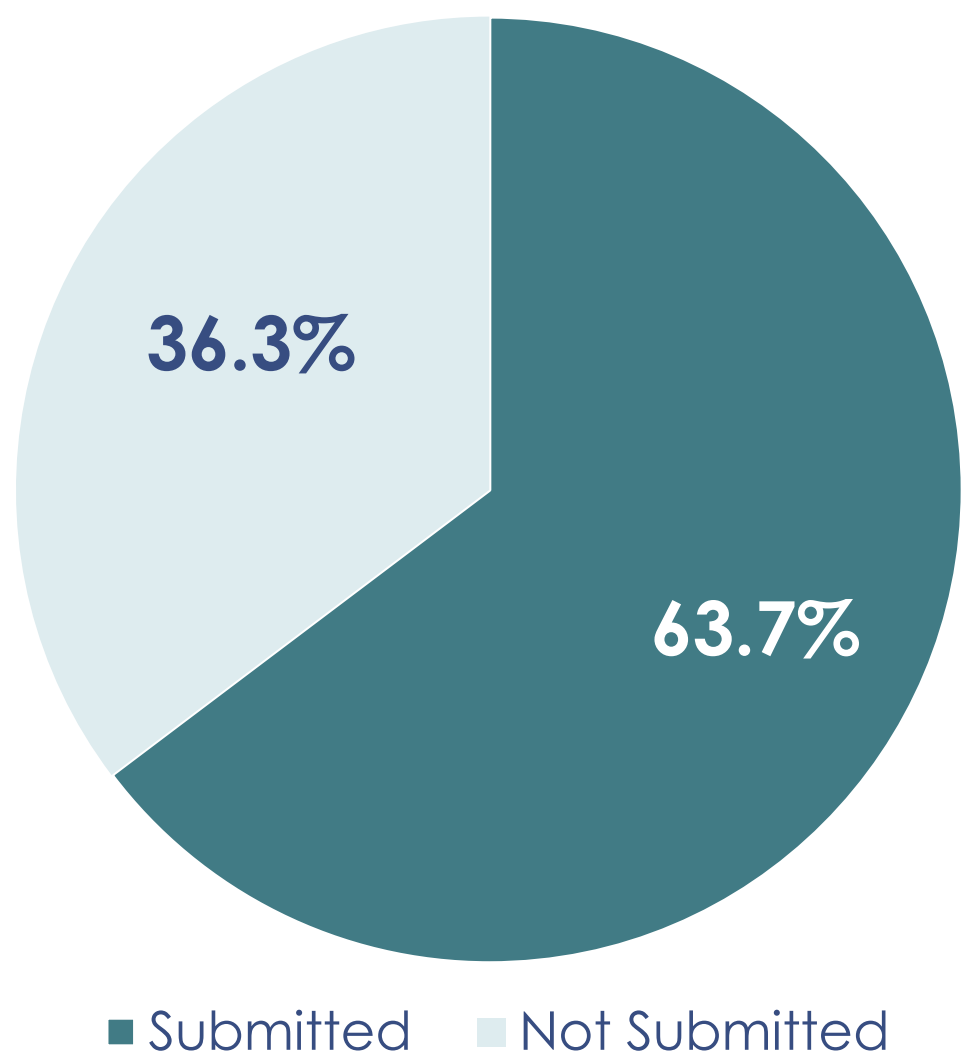
Applications Started and Not Submitted - Customer
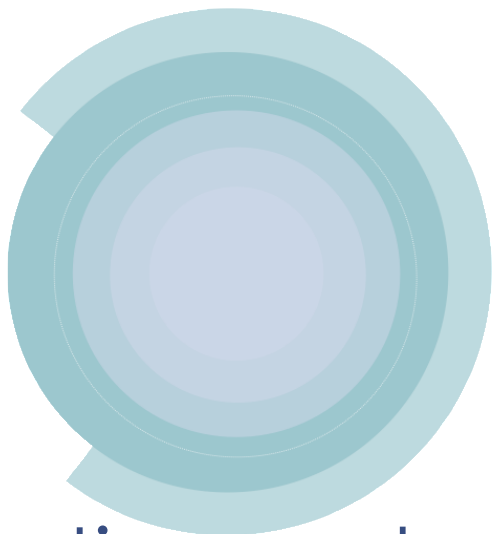
Data Range: 06/01/24 to 07/31/24

The chart below is a comparison of applications submitted within *seven (7) days of starting the application and applications started but not submitted by anonymous as well as authenticated customers. The table breaks down the submission rate by program.

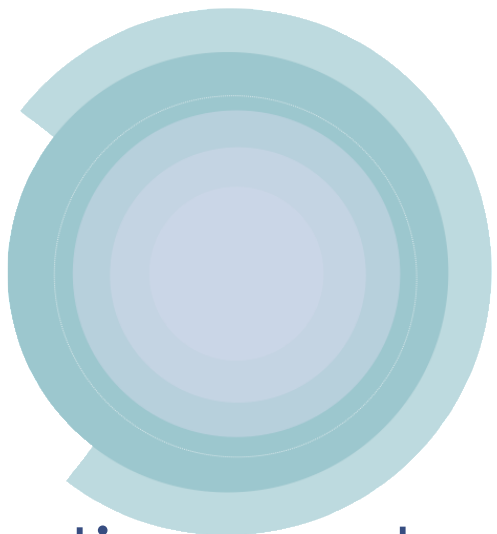## PROPORTION OF APPLICATIONS SUBMITTED BY CUSTOMERS (JUNE - JULY)

36.3%

63.7%

■ Submitted ■ Not Submitted

TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	70.5%
CalWORKs Only	59.9%
Medi-Cal Only	69.8%
More than one program	57.5%

Why (7) days as a baseline? BenefitsCal Application data monitoring reflects majority of the apps (>60%) get submitted within (7) days from initiation. Hence, seven (7) days is taken as a baseline for data reporting. App submission only increases by ~2.7% between 8 and 30 days.

Applications Started and Not Submitted - CBO

Data Range: 06/01/24 to 07/31/24

The chart below is a comparison of applications submitted within *seven (7) days of starting the application and applications started but not submitted by CBO users. The table breaks down the submission rate by program.

### PROPORTION OF APPLICATIONS SUBMITTED BY CBO (JUNE - JULY)

4.3%

95.7%

■ Submitted   ■ Not Submitted
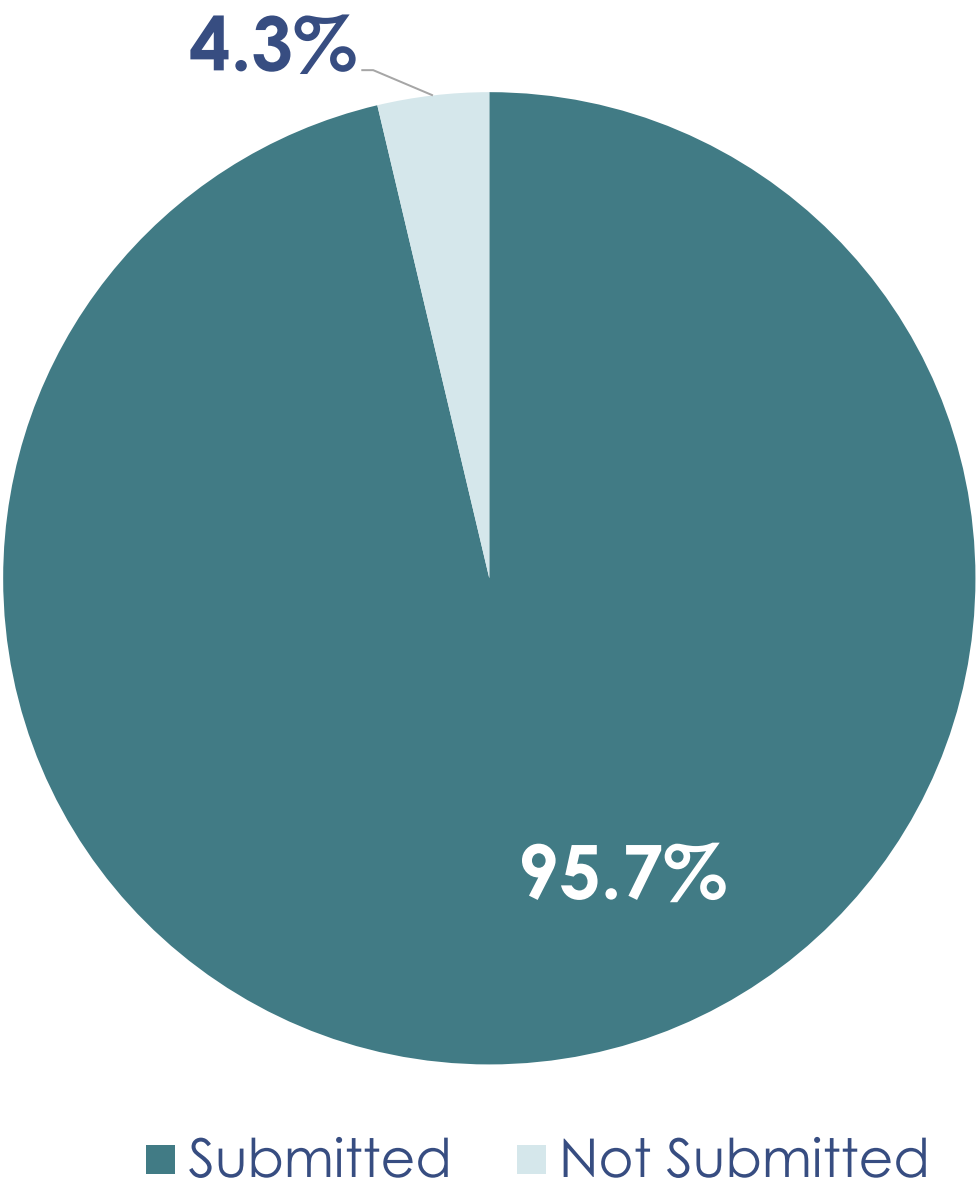
| TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	96.3%
CalWORKs Only	97.0%
Medi-Cal Only	96.5%
More than one program	97.8%

Why (7) days as a baseline? BenefitsCal Application data monitoring reflects majority of the apps (>60%) get submitted within (7) days from initiation. Hence, seven (7) days is taken as a baseline for data reporting. App submission only increases by ~2.7% between 8 and 30 days.

Application Page Exit Rates

Data Range: 06/01/24 to 07/31/24
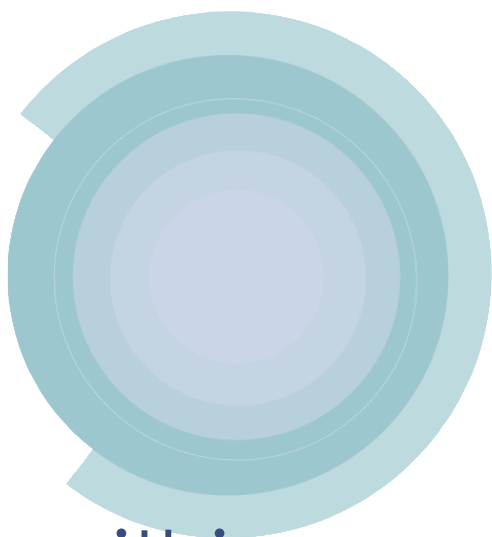
The graph below tracks the persistence of a customer who starts an application through to submission, within seven (7) days of starting the application by anonymous and authenticated users. The data in **blue** represents application exit rates, within and between sections for the reporting period. The common exit points seen below remain consistent across time periods.
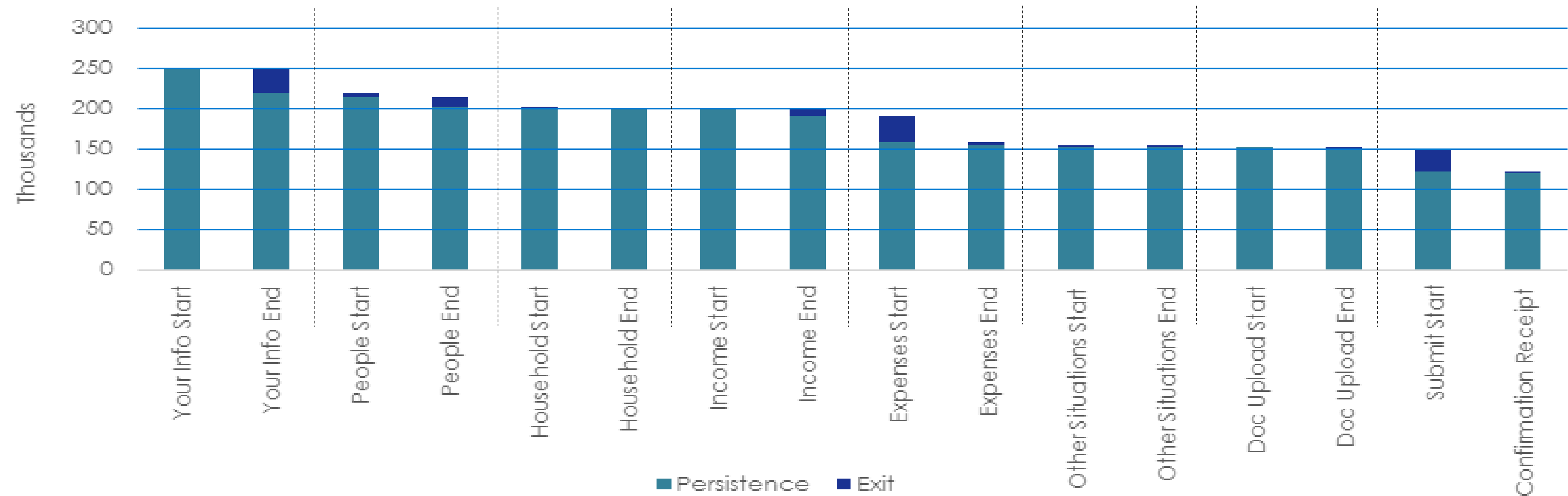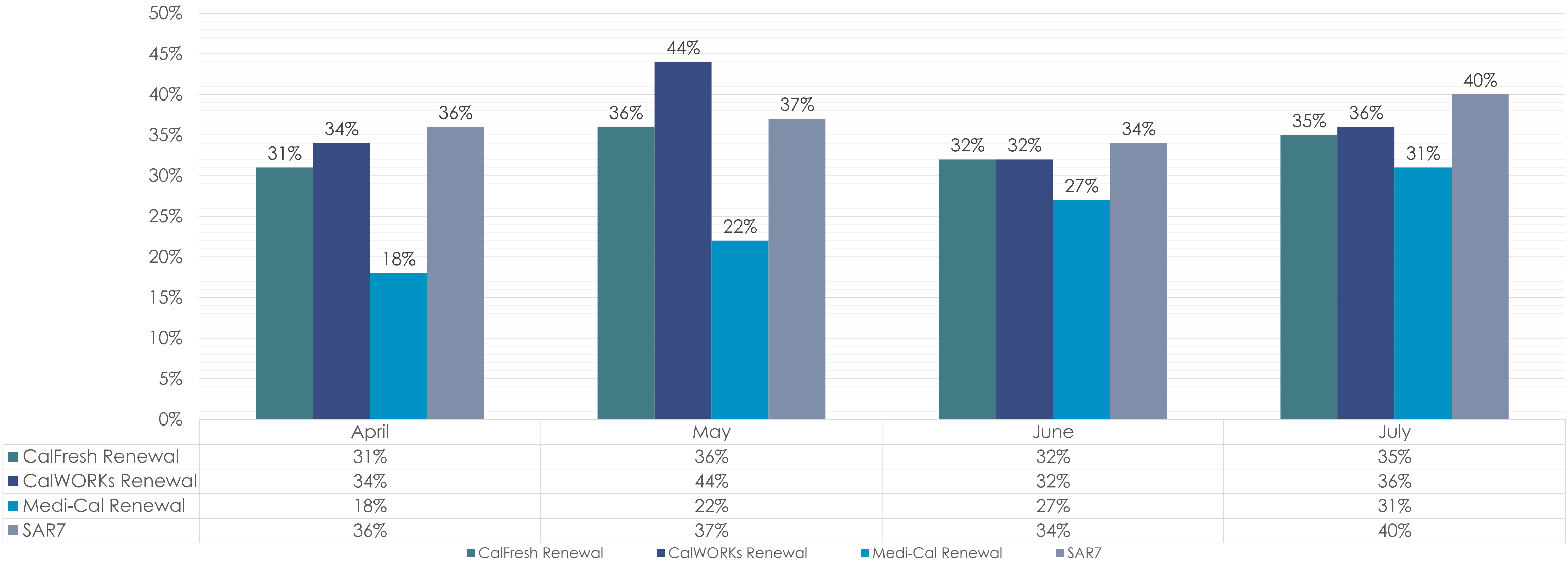
Periodic and Annual Reports

Periodic and Annual Reports Adoption Trends

Data Range: 04/01/24 to 07/31/24
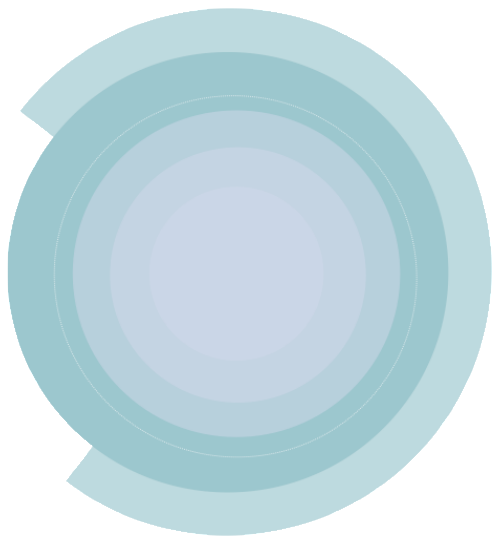
The following chart is a four-month trend of the proportion of reports **submitted** on BenefitsCal.

PERCENTAGE OF BENEFITSCAL SUBMITTED REPORTS BY PROGRAM AND BY MONTH

	April	May	June	July
■ CalFresh Renewal	31%	36%	32%	35%
■ CalWORKs Renewal	34%	44%	32%	36%
■ Medi-Cal Renewal	18%	22%	27%	31%
■ SAR7	36%	37%	34%	40%

■ CalFresh Renewal   ■ CalWORKs Renewal   ■ Medi-Cal Renewal   ■ SAR7

For example: *BenefitsCal submissions accounted for 27% of the total Medi-Cal renewals in CalSAWS during the period of June 2024. Also, BenefitsCal does not provide separate tracking for Medi-Cal Renewals submitted through CalHEERS.*

Customer
Feedback

Account Creation Intercept Survey

Data Range: 06/01/24 to 07/31/24
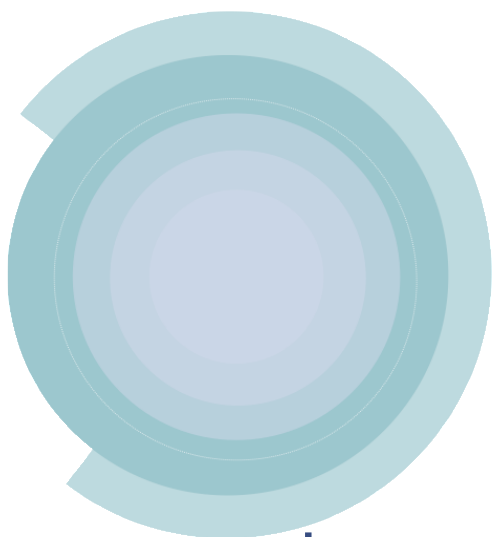
- A total of **2,359 customers completed the intercept survey** for the reporting period in June and July. Customer average agreement rating to the following questions was:
  - Ease of account creation: 4.2 out of 5
  - Relevancy of security questions: 4.15 out of 5

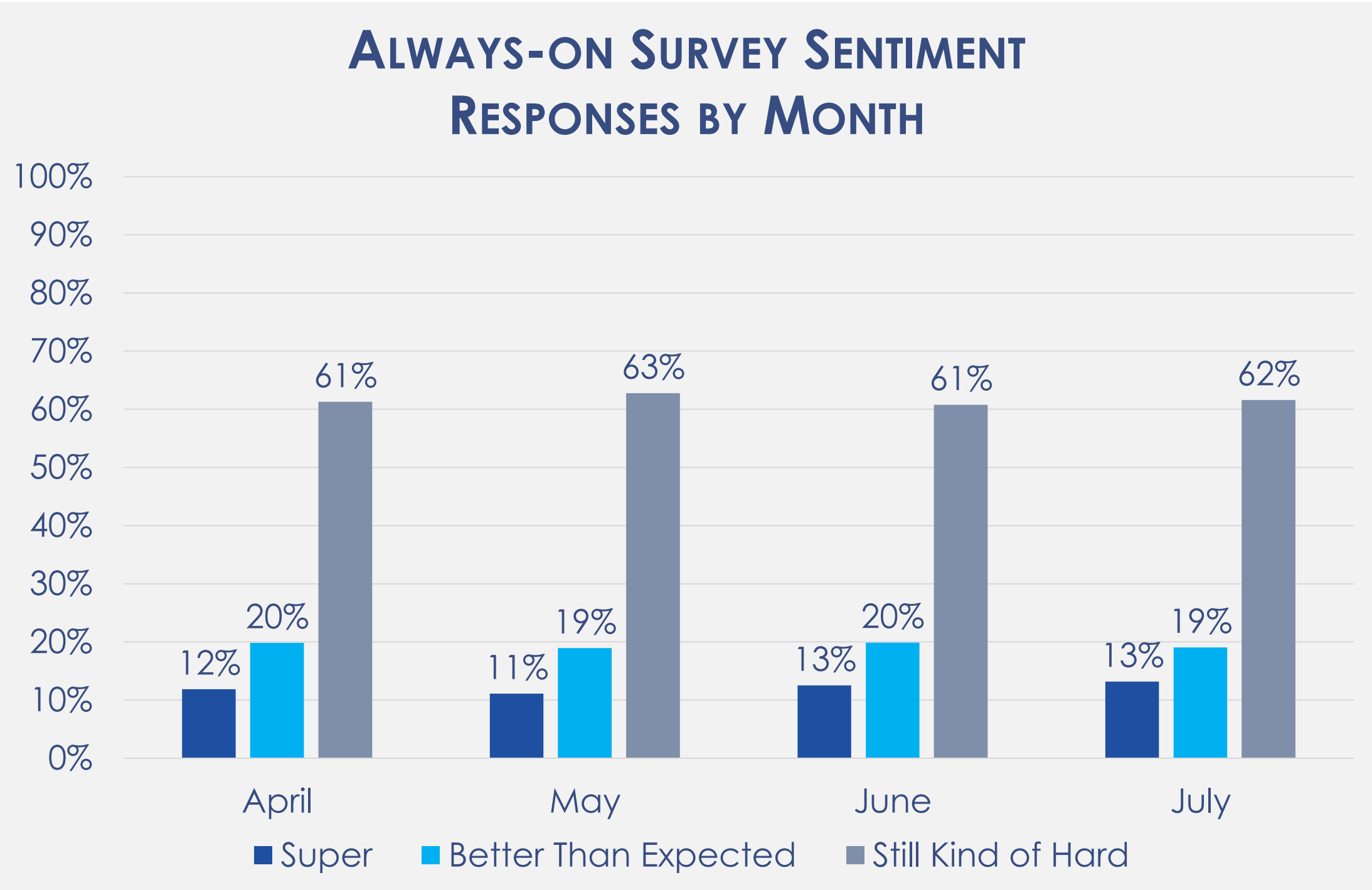Responses to *Hard to Complete Parts of Account Creation* had the following distribution:

ACCOUNT CREATION INTERCEPT SURVEY

Legend: ■ April ■ May ■ June ■ July
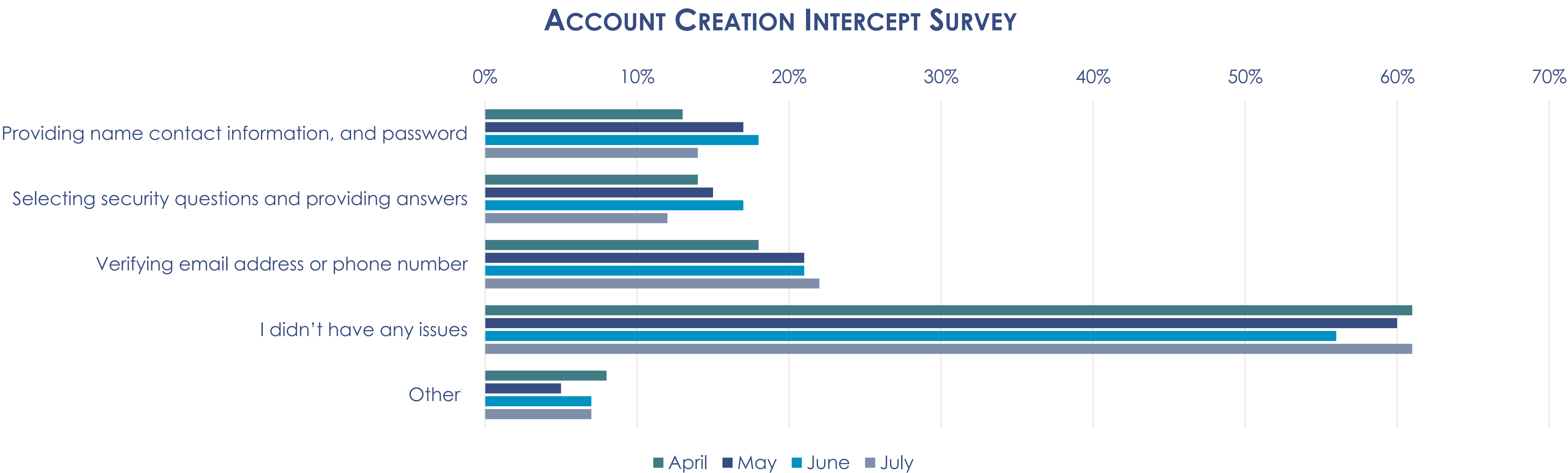
Sentiment Check – Always-on Survey Responses

Data Range: 04/01/24 to 07/31/24
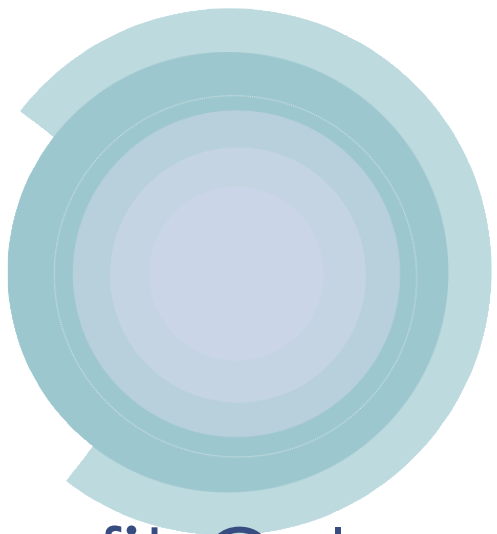
The following chart(s) are a four-month trend of written and sentiment check response rates for the BenefitsCal Always-on Survey.

ALWAYS-ON SURVEY WRITTEN RESPONSES BY MONTH

Month	Response Rate
April	7%
May	7%
June	7%
July	6%

ALWAYS-ON SURVEY SENTIMENT RESPONSES BY MONTH

Month	Super	Better Than Expected	Still Kind of Hard
April	12%	20%	61%
May	11%	19%	63%
June	13%	20%	61%
July	13%	19%	62%
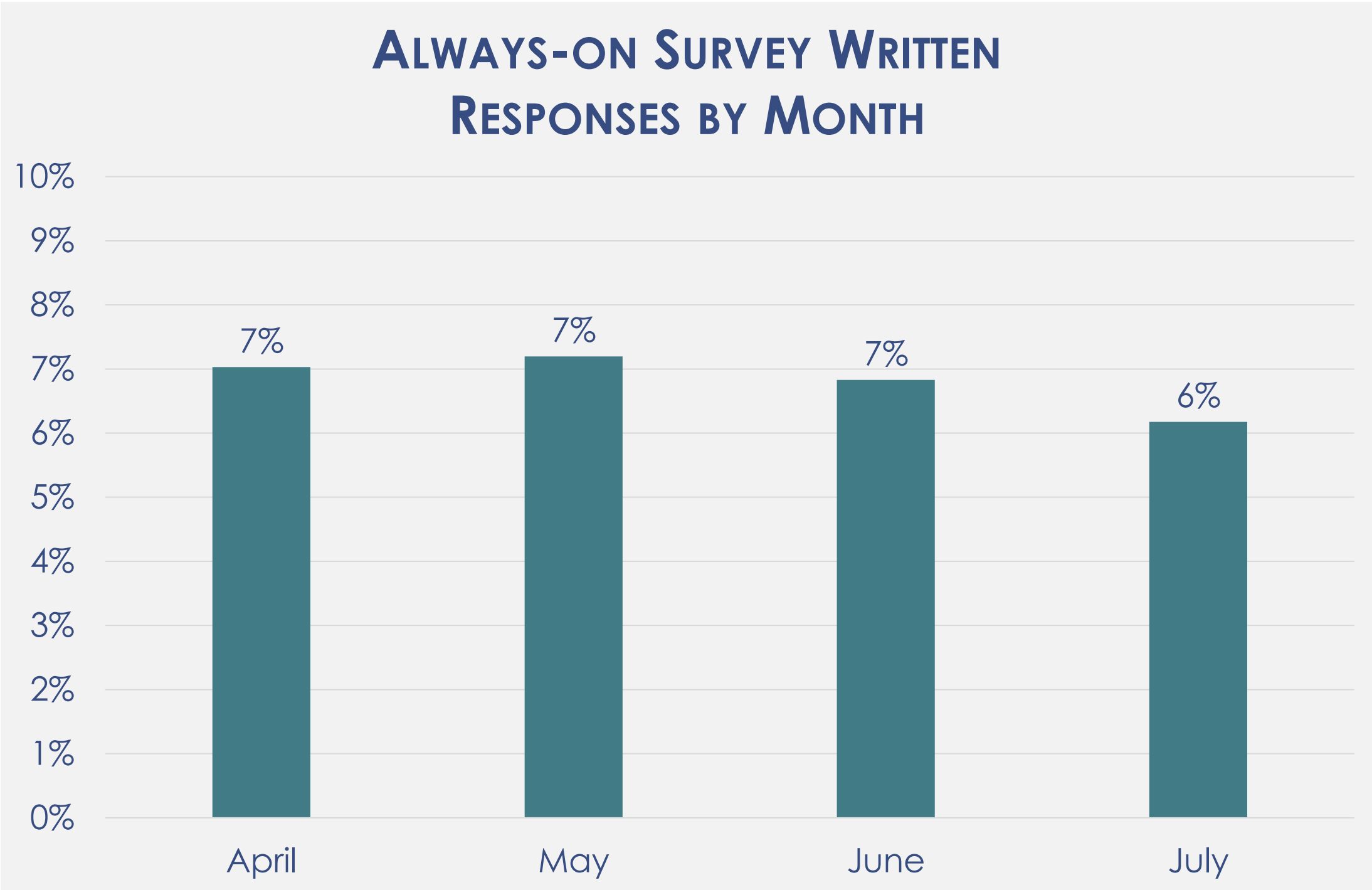
Always-on Survey

Data Range: 06/01/24 to 07/31/24

Below are the most common response themes based on the user's experience.

POSITIVE EXPERIENCE	NEGATIVE EXPERIENCE
General – Generic positive sentiments about liking BenefitsCal	**Contact** – Difficult to reach case workers; customers specifically mentioned long hold times/not being able to get through on the phone, and wanting to leave a message or have a call back or live chat option
User-Friendly – Customers specifically called out design and ease of navigation	**Account Login** – Customers mentioned being unable to login to accounts. Reason is currently unknown.
Renewals, Applications, and other forms – Online forms are easy to submit and save time and a trip to the office	**Login MFA (Multiple Issues)** – •MFA codes not accepted •No longer have access to phone/email for MFA •Don't like MFA
Positive Caseworker Messages – Comments about individual caseworkers being helpful and appreciation for programs	**Reporting Changes (Two Issues)** – •Not being able to input the "effective date of change" •Can't find where to report changes (e.g., how to update contact information, employment information)
Programs – Gratitude for benefits programs	**Appointment** – Complaints of not receiving scheduled appointment and interview calls.

Note: If changes result from input received those resolutions are reviewed during Monthly UCD meetings.

Help Desk
Support Metrics

Discussion Items
Security Incident Update

- How many customers have been referred to the tech help desk? Is there an overview of the topics people are referred for (percentage breakdown).
  - A total of 4,812 tickets were created by BenefitsCal Technical Help Desk for the period of 6/01/2024 through 7/31/2024.
  - General categories include:

CATEGORY	AVERAGE % (TOTAL TICKETS BETWEEN JUNE – JULY 2024)
Login/Access	65%
Case Link	20%
Document Upload	6%
Apply	2%
View Case	1%
Renewals	2%
Dashboard	1%
Other (technical and miscellaneous)	4%

Appendix

Definitions

Key terms in the context of the BenefitsCal portal

TERM	DEFINITION
Always-on Sentiment Check	The Always-on survey gives customers three choices to describe their experience on BenefitsCal. They are: Super, Better than Expected, and Still Kind of Hard.
Change Report	A report submitted to the county to share a change to a customer's situation (e.g., income, address, household makeup).
Intercept Survey	A "pop-up" survey that is triggered when a customer successfully creates an account.
Periodic Report	A mandatory program report to maintain eligibility (e.g., SAR 7).
Exit Rate	The percent of users who leave a flow at certain pages compared to the number who started the flow.