

BenefitsCal Usage Metrics Report

Published date: December 2024



CalSAWS

Contents

Date Range: August 2024 to November 2024

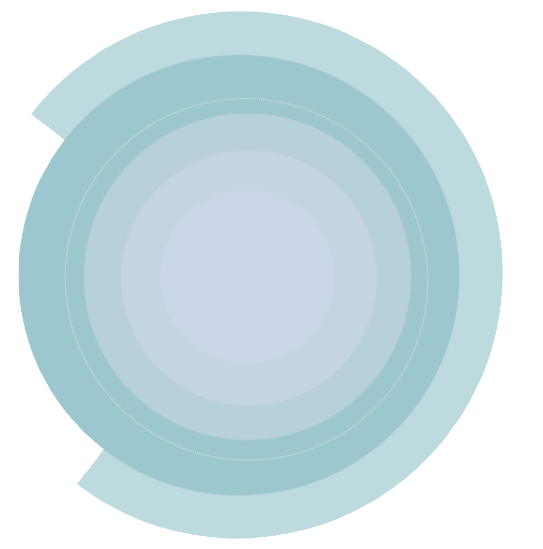
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Applications



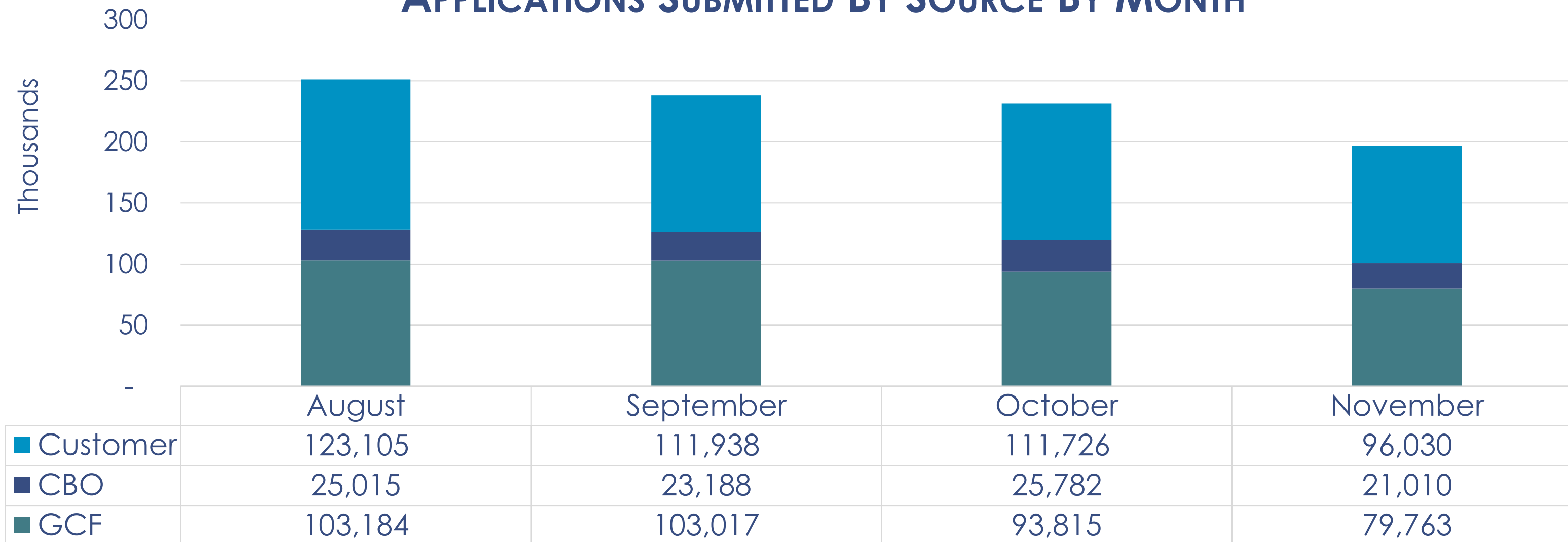
Applications Submitted

Data Range: 08/01/24 to 11/30/24



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



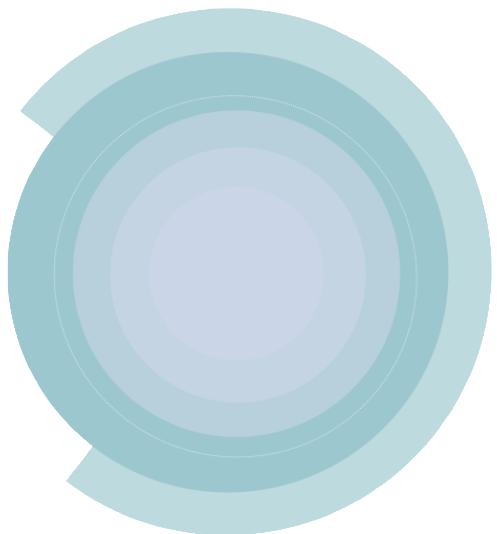
The count includes all application submissions and does not exclude duplicates based on multiple submissions by the same individual

GCF applications include both customer and CBO submissions

APPLICATIONS SUBMITTED					
	CalFresh Only	CalWORKs Only	Medi-Cal Only	GA/GR Only	More than 1 program
August	143,388	9,508	43,318	7,821	47,269
September	139,314	8,485	39,581	7,423	43,340
October	131,188	8,564	42,142	7,268	42,161
November	109,539	7,886	36,301	6,498	36,579

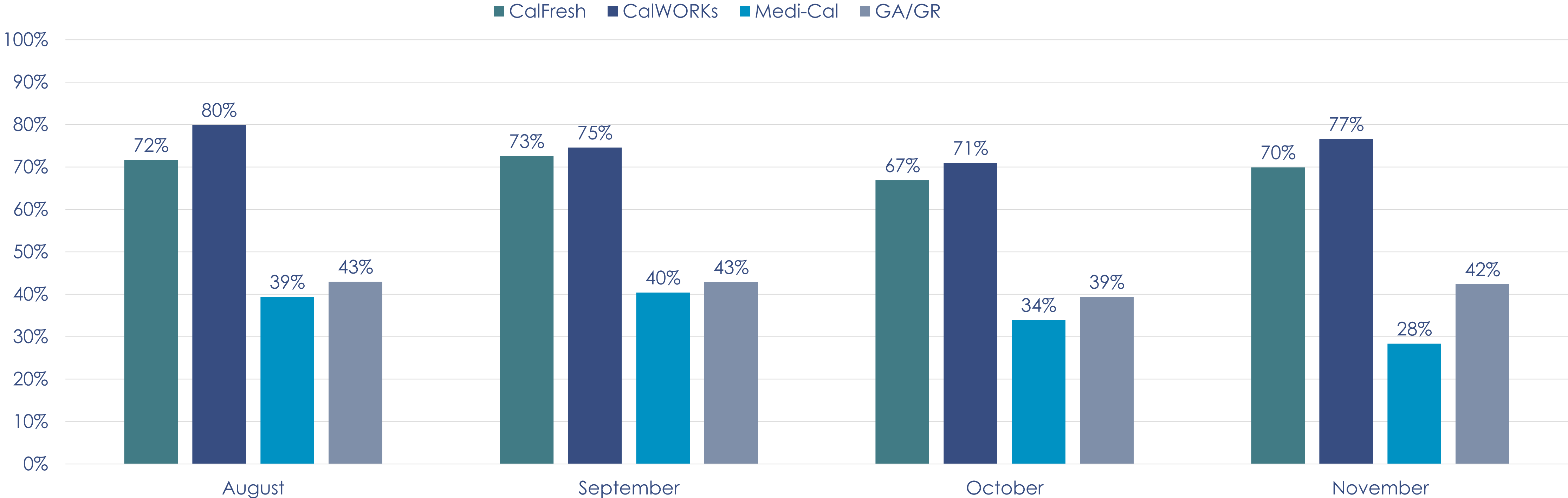
Application Adoption Rate

Data Range: 08/01/24 to 11/30/24



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.

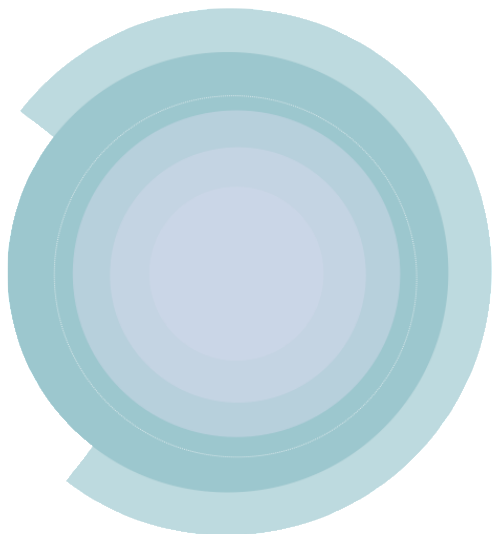
PERCENTAGE OF BENEFITS CAL SUBMITTED APPLICATIONS BY PROGRAM AND BY MONTH



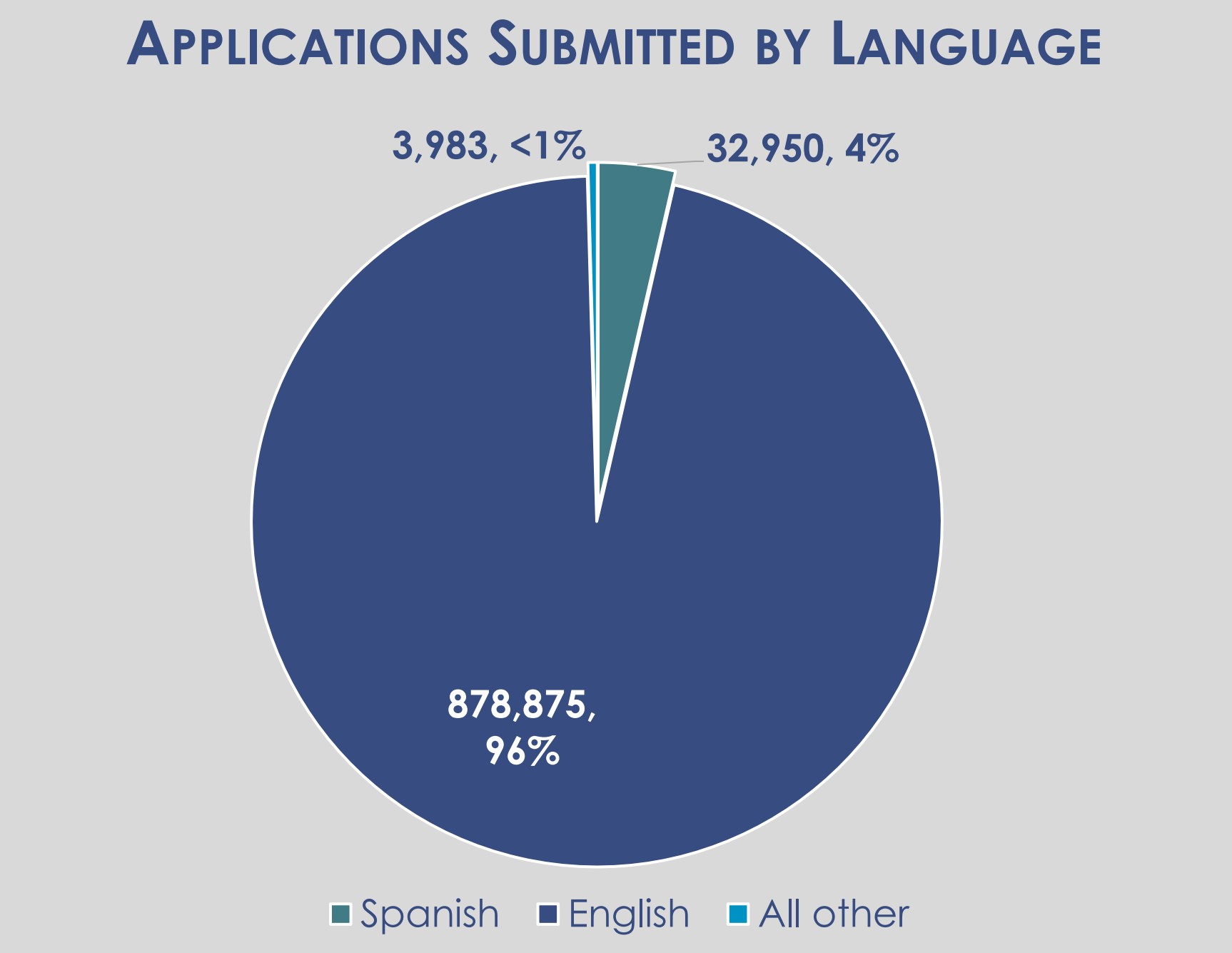
For example: 67% of the CalFresh applications received in CalSAWS across all channels during October 2024 came from BenefitsCal.

Submitted Applications by Language

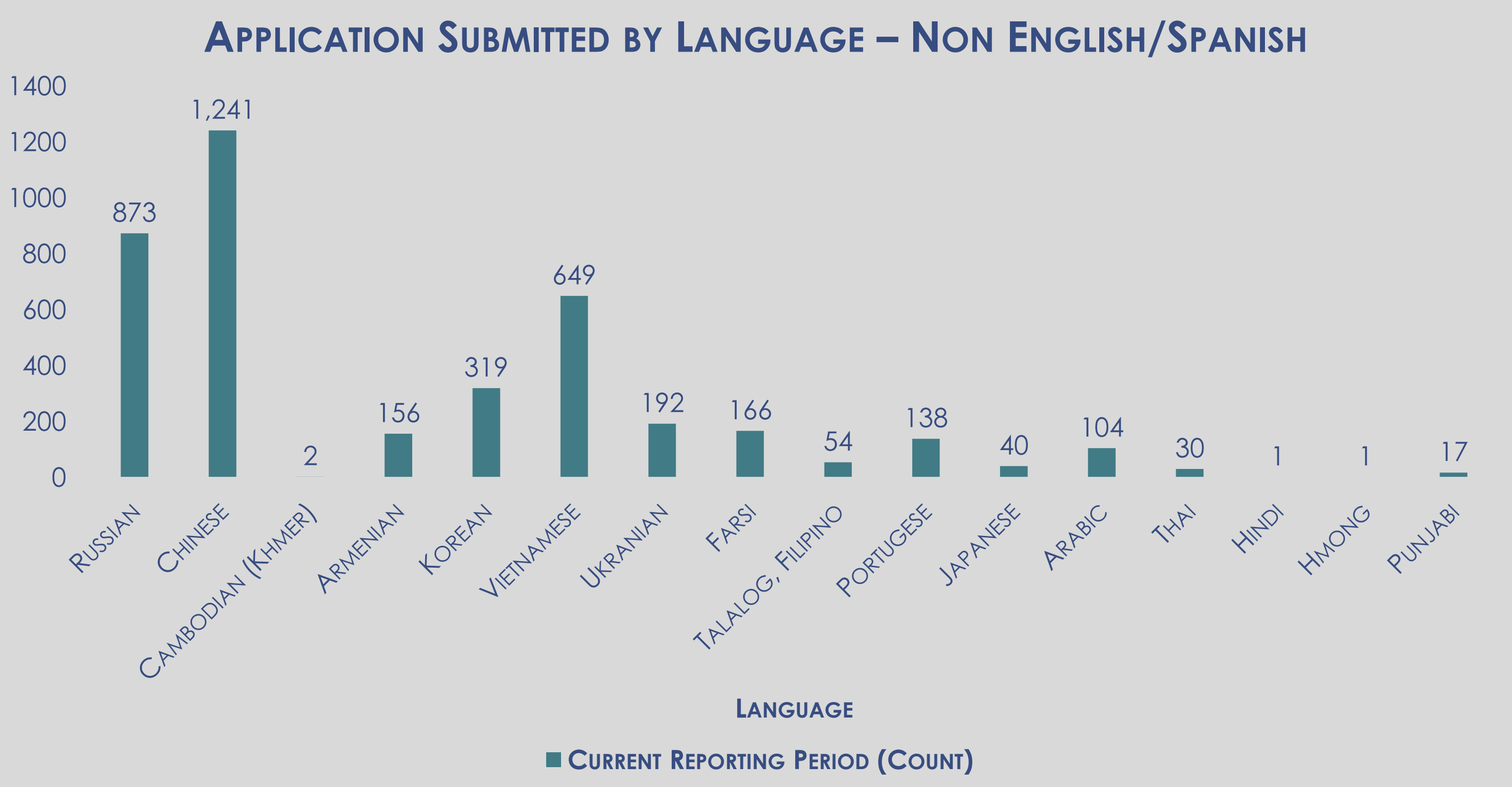
Data Range: 08/01/24 to 11/30/24



The following chart provides the number of applications submitted in languages English, Spanish, and “All Other” threshold languages for the current reporting period, Aug - Nov 2024.

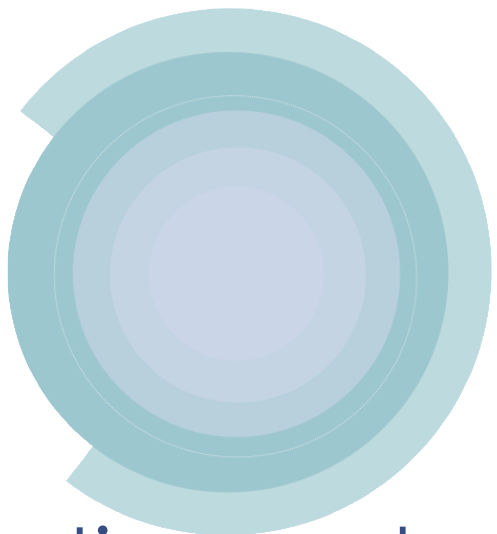


The following chart provides the number of applications submitted in **All Other** languages for the current reporting period, Aug – Nov 2024.



Note: The data visualized on these chart is based on the language selected when completing the application. Customers can identify written and spoken language on the BenefitsCal application which is not a part of this data set.

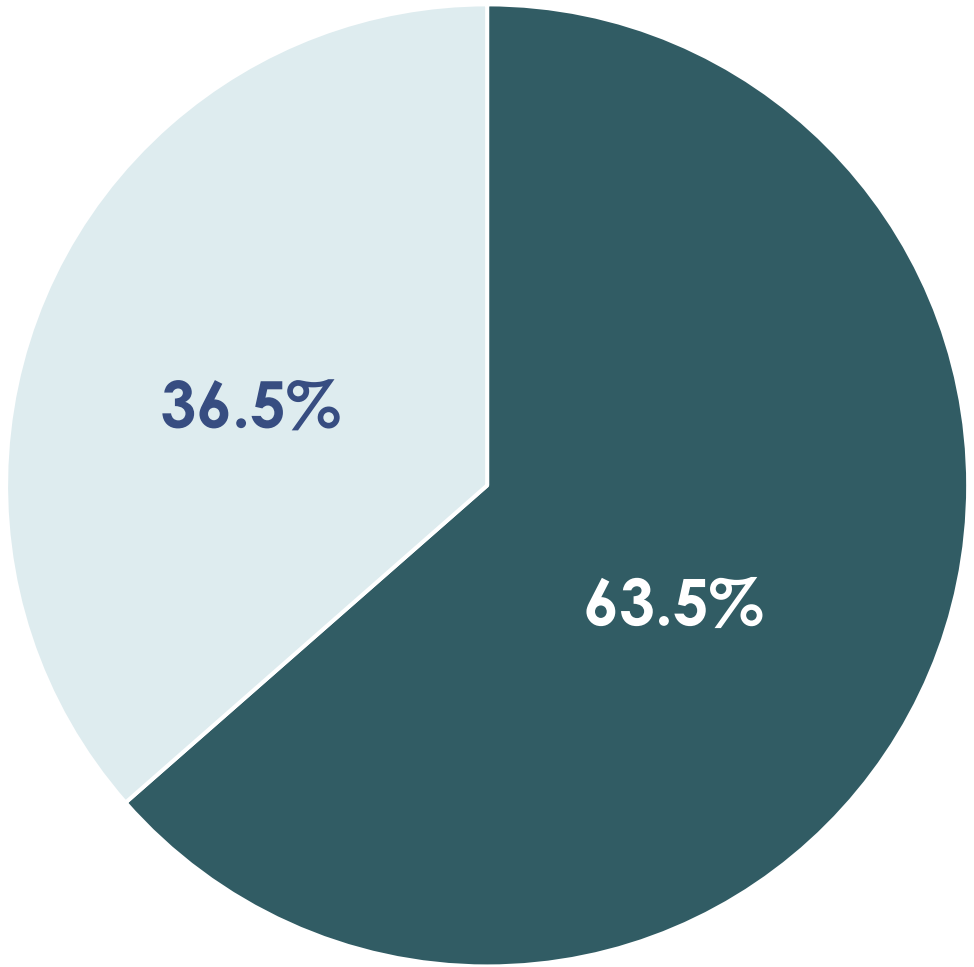
Applications Started and Not Submitted - Customer



Data Range: 08/01/24 to 11/30/24

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
(AUG – NOV)**

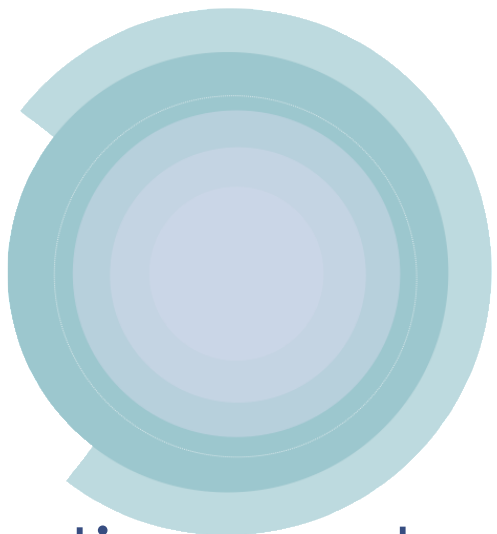


■ Submitted ■ Not Submitted

TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	70.6%
CalWORKs Only	60.1%
Medi-Cal Only	69.9%
More than one program	56.7%

** 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.*

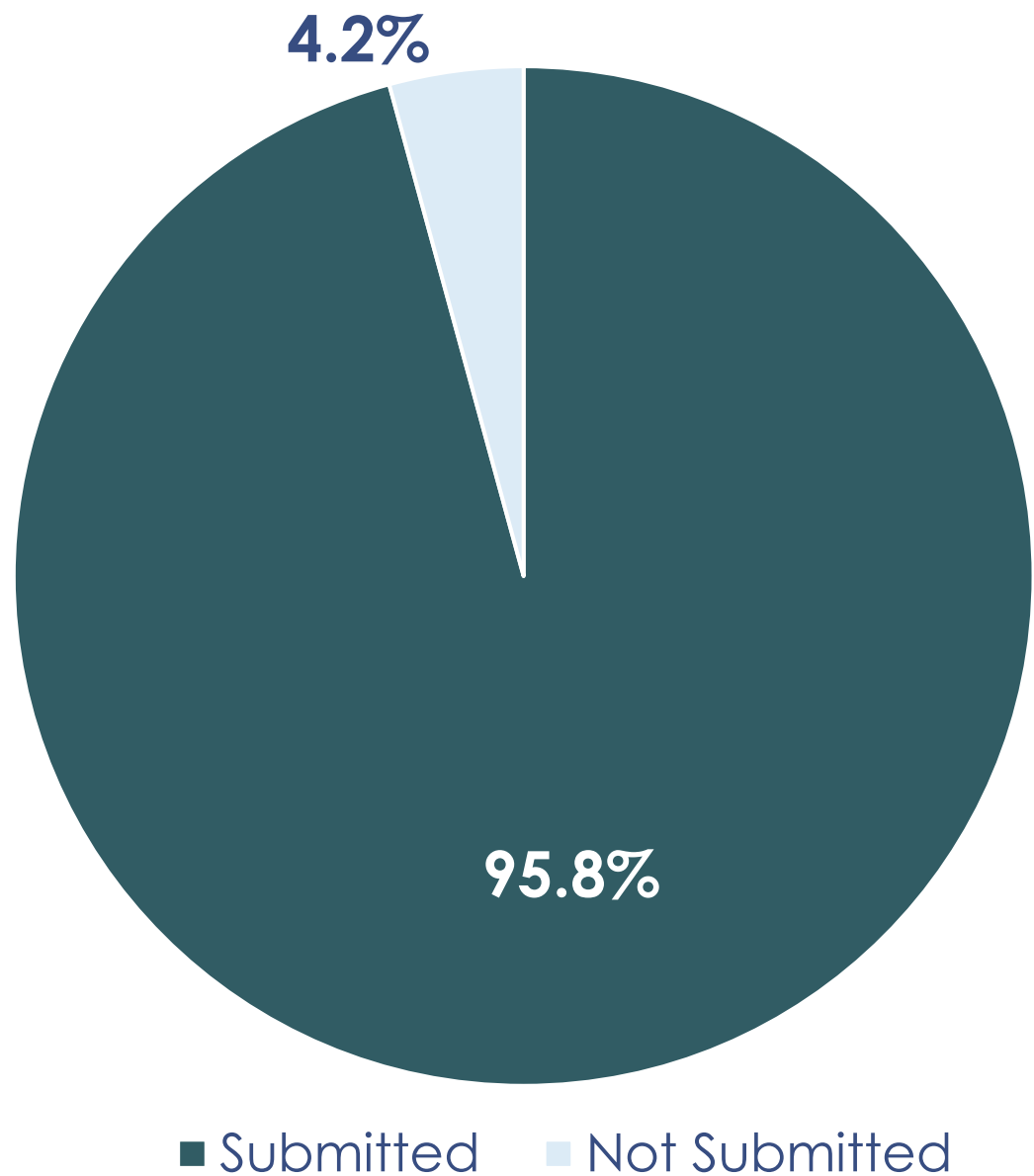
Applications Started and Not Submitted - CBO



Data Range: 08/01/24 to 11/30/24

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
(AUG - NOV)**

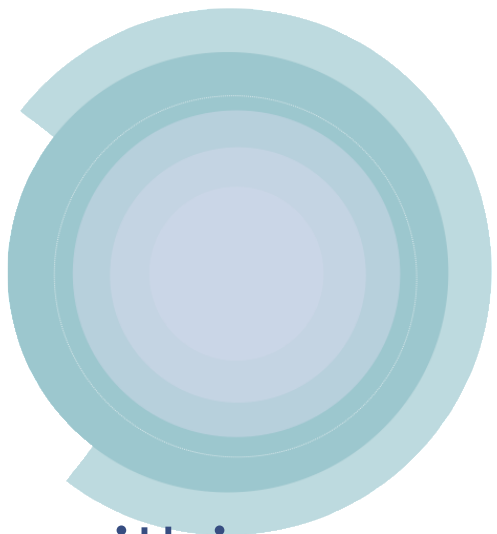


TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	95.9%
CalWORKs Only	96.3%
Medi-Cal Only	97.1%
More than one program	96.4%

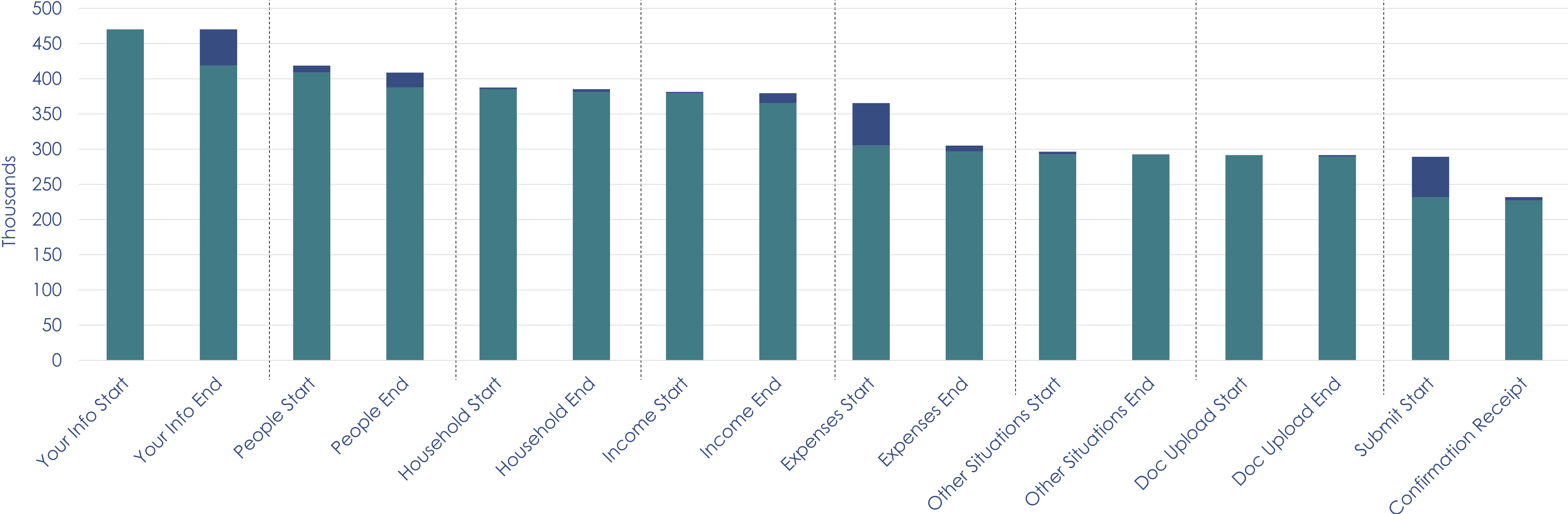
** Why (7) days as a baseline? BenefitsCal Application data monitoring reflects majority of the apps (>60%) get submitted within (7) days from initiation. Hence, seven (7) days is taken as a baseline for data reporting. App submission only increases by ~2.7% between 8 and 30 days.*

Application Page Exit Rates

Data Range: 08/01/24 to 11/30/24



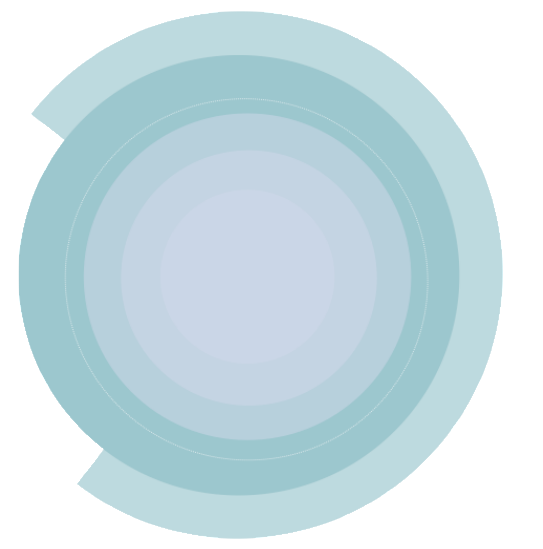
The graph below tracks the persistence of a customer who starts an application through to submission, within seven (7) days of starting the application by anonymous and authenticated users. The data in **blue** represents application exit rates, within and between sections for the reporting period. The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



Periodic and Annual Reports

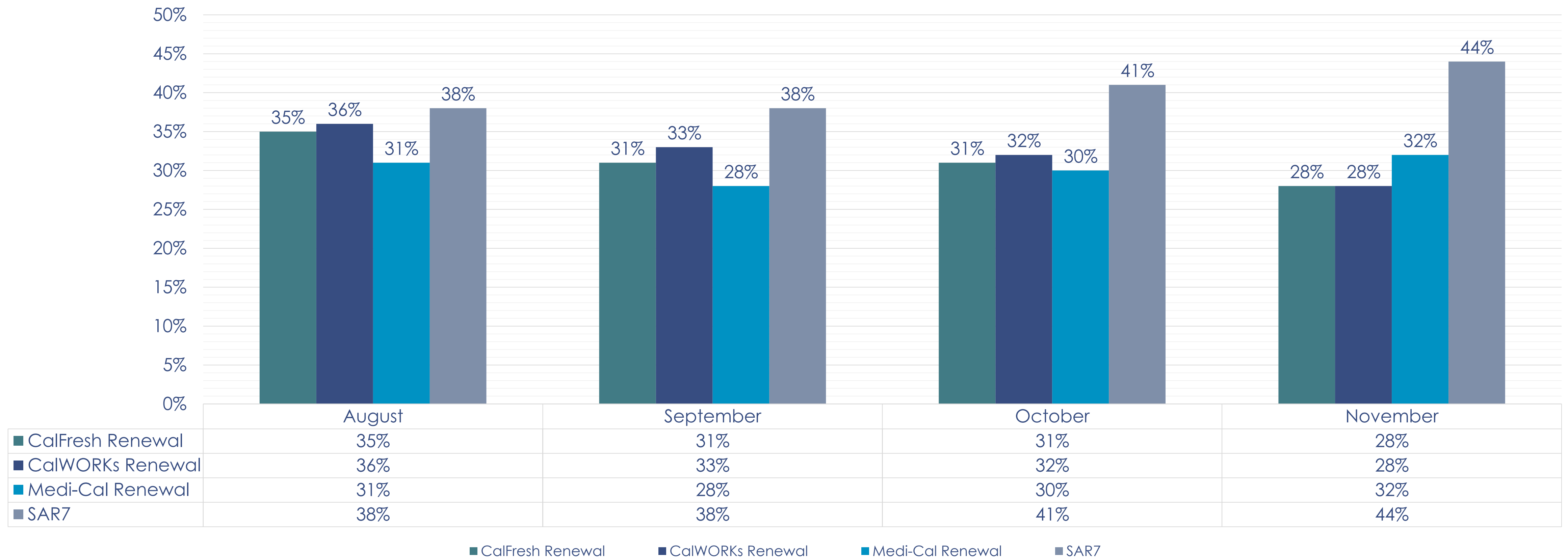
Periodic and Annual Reports Adoption Trends

Data Range: 08/01/24 to 11/30/24



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



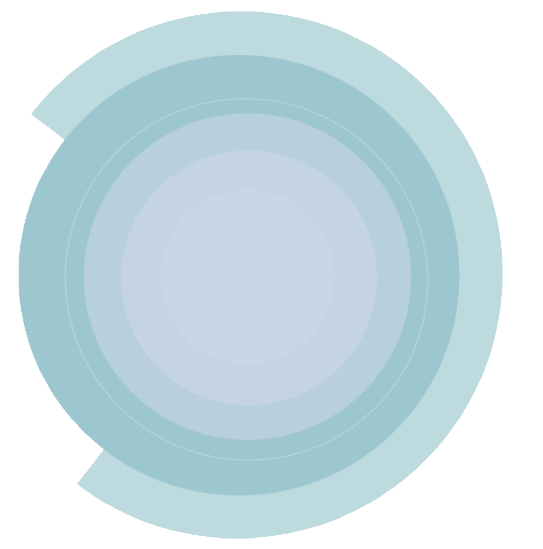
For example: BenefitsCal submissions accounted for 30% of the total Medi-Cal renewals in CalSAWS during the period of October 2024. Also, BenefitsCal does not provide separate tracking for Medi-Cal Renewals submitted through CalHEERS.

Customer Feedback



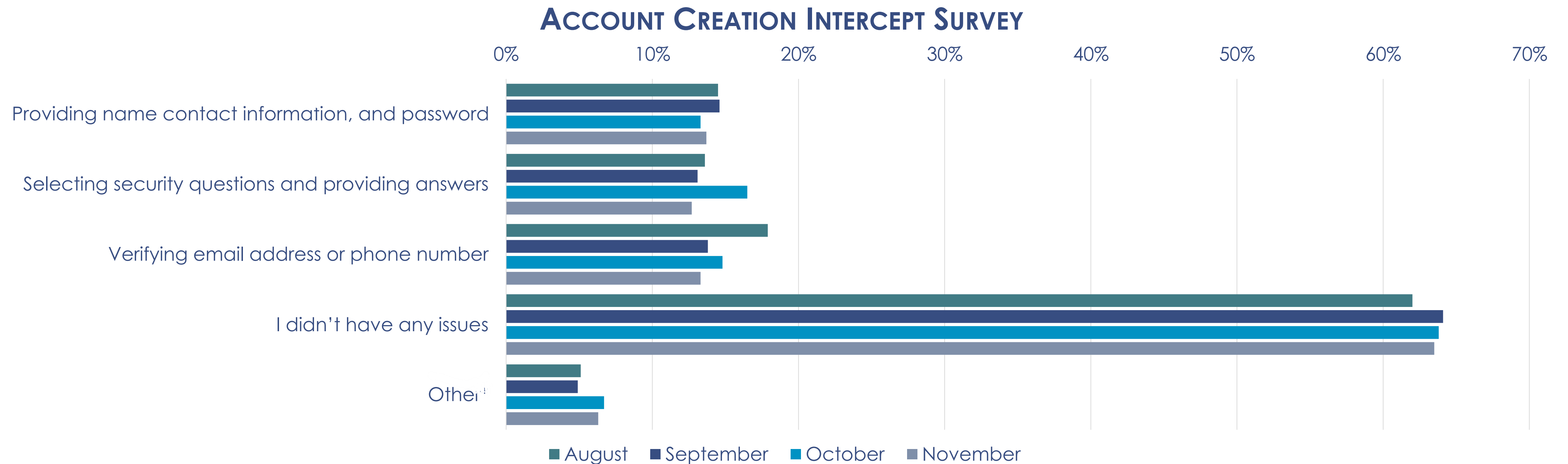
Account Creation Intercept Survey

Data Range: 08/01/24 to 11/30/24

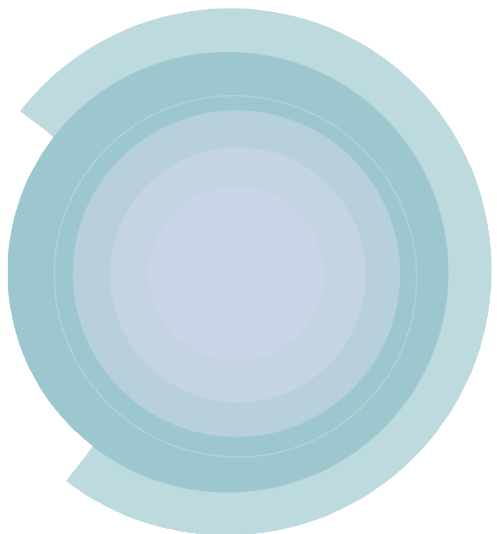


- A total of **4430 customers completed the intercept survey** for the reporting period. Customer average agreement rating to the following questions was:
 - Ease of account creation: 4.2 out of 5
 - Relevancy of security questions: 4.2 out of 5

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



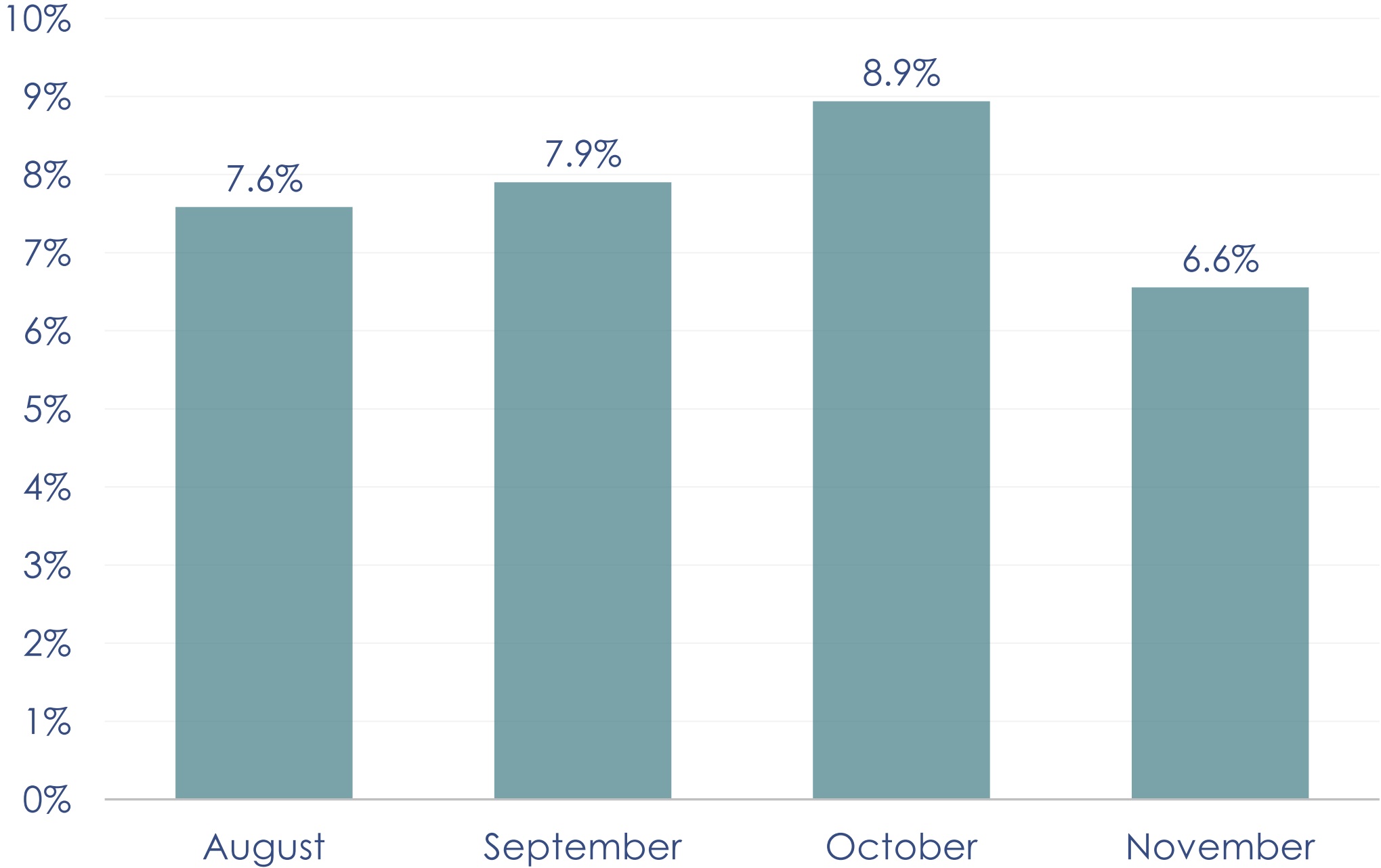
Sentiment Check – Always-on Survey Responses



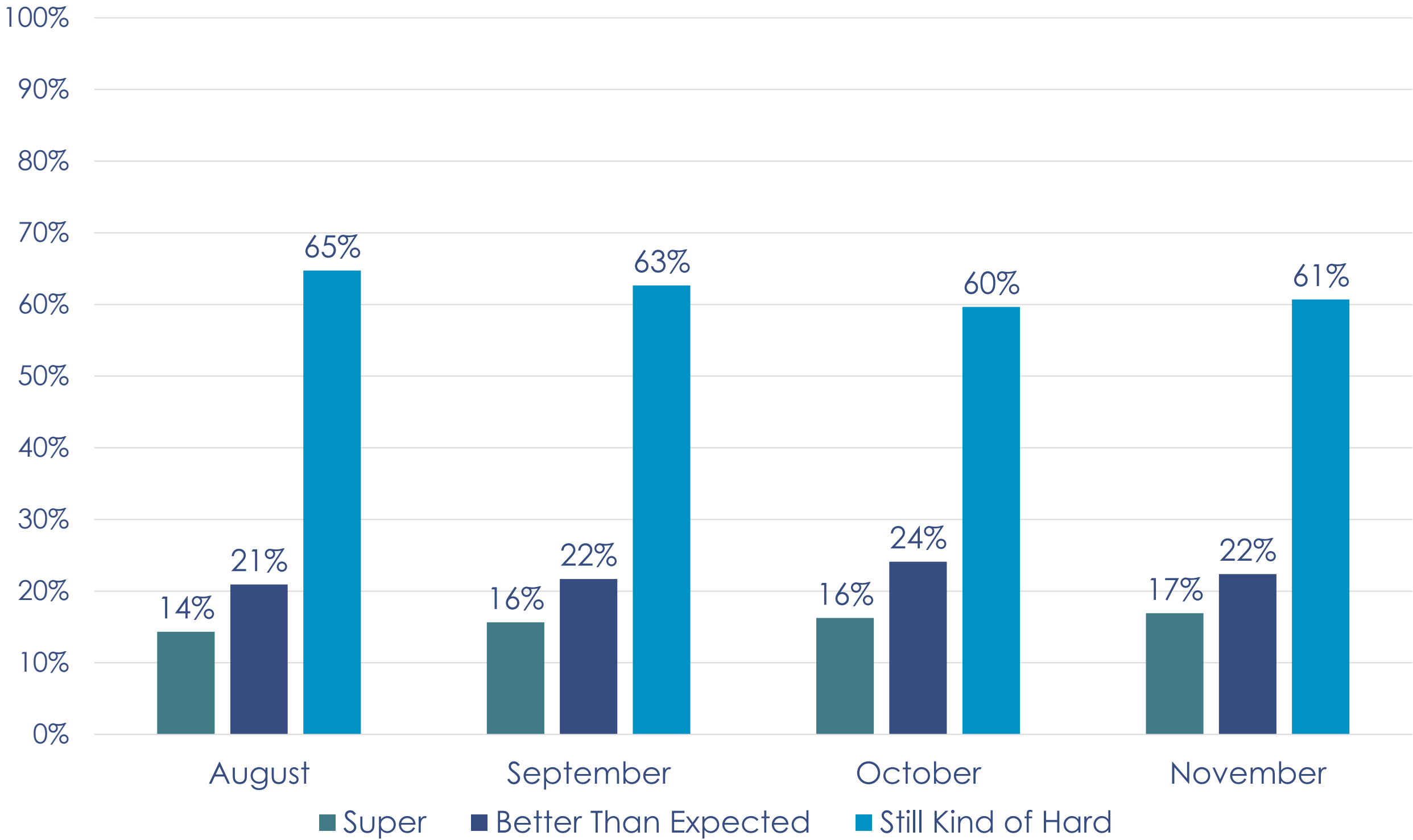
Data Range: 08/01/24 to 11/30/24

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



ALWAYS-ON SURVEY SENTIMENT RESPONSES BY MONTH



Always-on Survey

Data Range: 08/01/24 to 11/30/24

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, ease of navigation, and readability	Account Login – Customers mentioned being unable to login to accounts. (Issue identified and resolved on 10/31/2024)
Positive Caseworker Messages – Comments about individual caseworkers being helpful and appreciation for programs	Login MFA (Multiple Issues) – <ul style="list-style-type: none">• MFA codes not accepted• No longer have access to phone/email for MFA• Don't like MFA
Renewals, Applications, and other forms – Online forms are easy to submit and save time and a trip to the office	Document Upload – Uploaded documents not acknowledged
Document Upload – Uploading documents online is convenient and spares a trip to the office	Reporting Changes – <ul style="list-style-type: none">• Not being able to input the "effective date of change" (Resolved)• Can't find where to report changes (e.g., how to update contact information, employment information)

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 6,848 tickets were created by BenefitsCal Technical Help Desk for the period of 8/01/2024 through 10/31/2024.*
 - General categories include:

CATEGORY	AVERAGE % (TOTAL TICKETS BETWEEN AUG-OCT 2024)
Login/Access	70%
Case Link	15%
Document Upload	7%
Apply	2%
View Case	1%
Renewals	2%
Dashboard	1%
Other (technical and miscellaneous)	3%

*November data not yet available – will be included when published and posted on CalSAWS.org website.

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.