

BenefitsCal Usage Metrics Report

Published date: February 2025

CalSAWS



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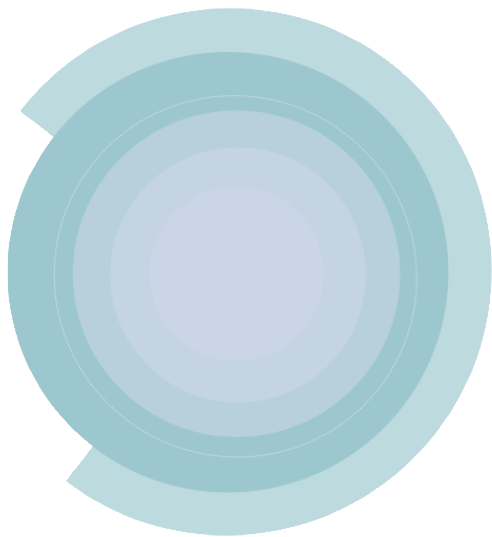
Date Range: September 2024 to December 2024

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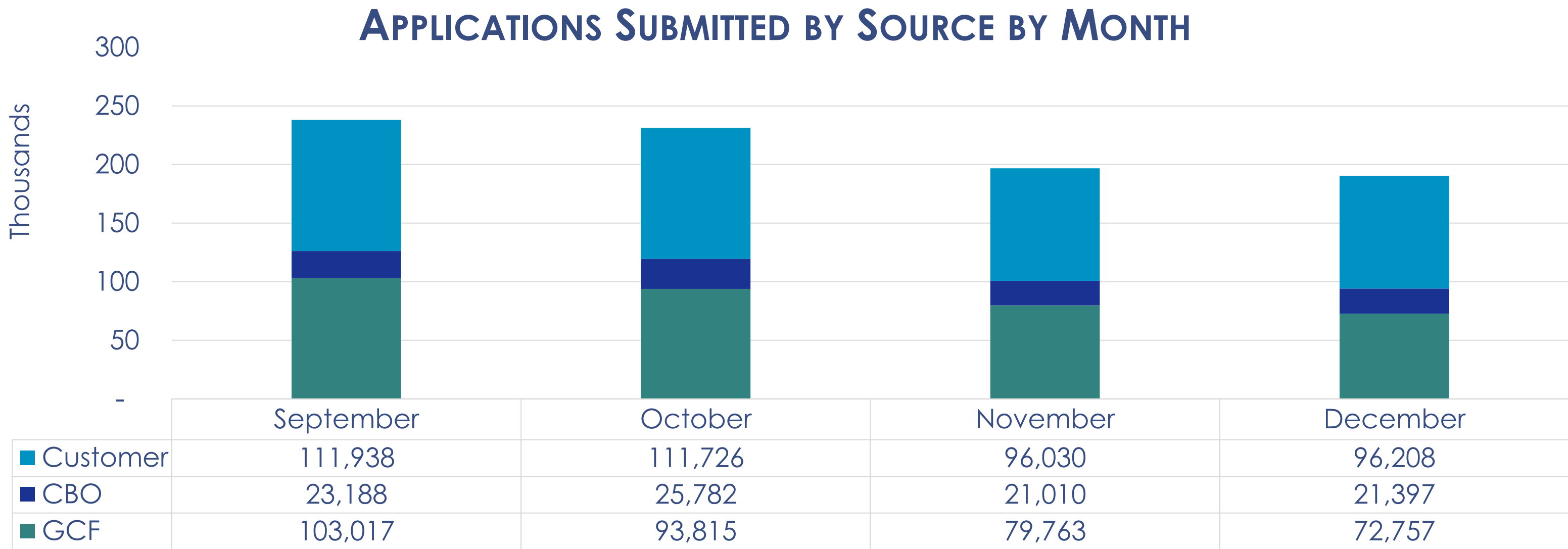
Applications

Applications Submitted

Data Range: 9/01/24 to 12/31/24



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.



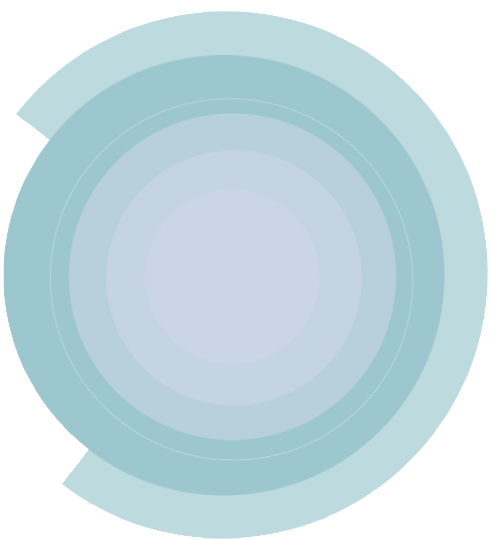
The count includes all application submissions and does not exclude duplicates based on multiple submissions by the same individual

GCF applications include both customer and CBO submissions

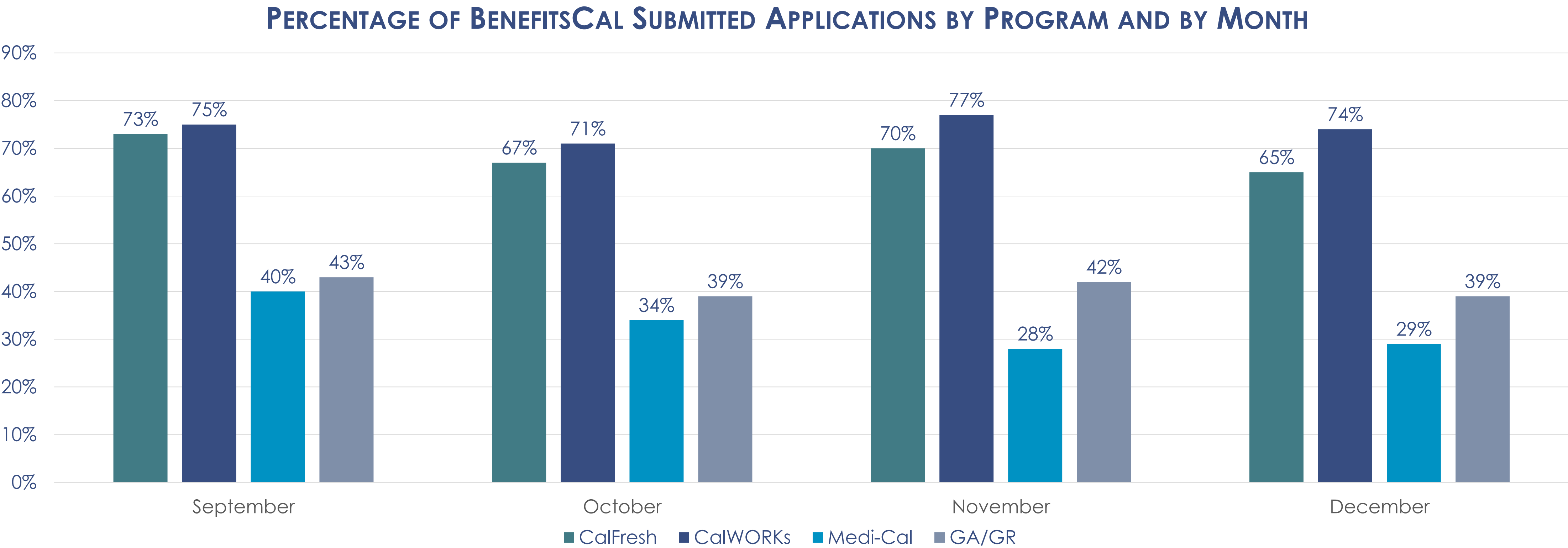
APPLICATIONS SUBMITTED					
	CalFresh Only	CalWORKs Only	Medi-Cal Only	GA/GR Only	More than 1 program
September	139,314	8,485	39,581	7,423	43,340
October	131,188	8,564	42,142	7,268	42,161
November	109,539	7,886	36,301	6,498	36,579
December	99,762	8,106	38,468	6,680	37,346

Application Adoption Rate

Data Range: 09/01/24 to 12/31/24



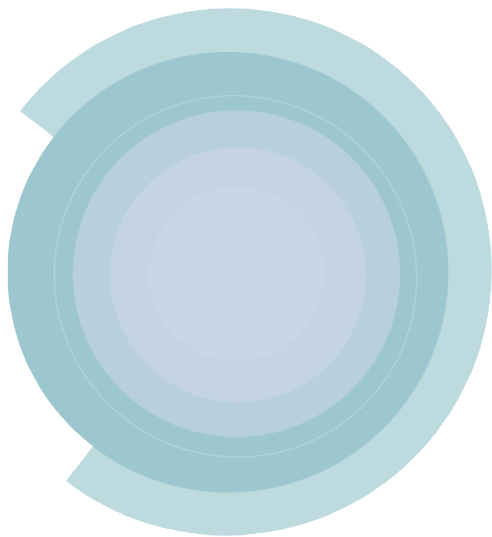
The following chart is a four-month trend of applications submitted on BenefitsCal as a proportion to all other channels of application submissions (e.g., county office, mail) in CalSAWS broken down by program and by month.



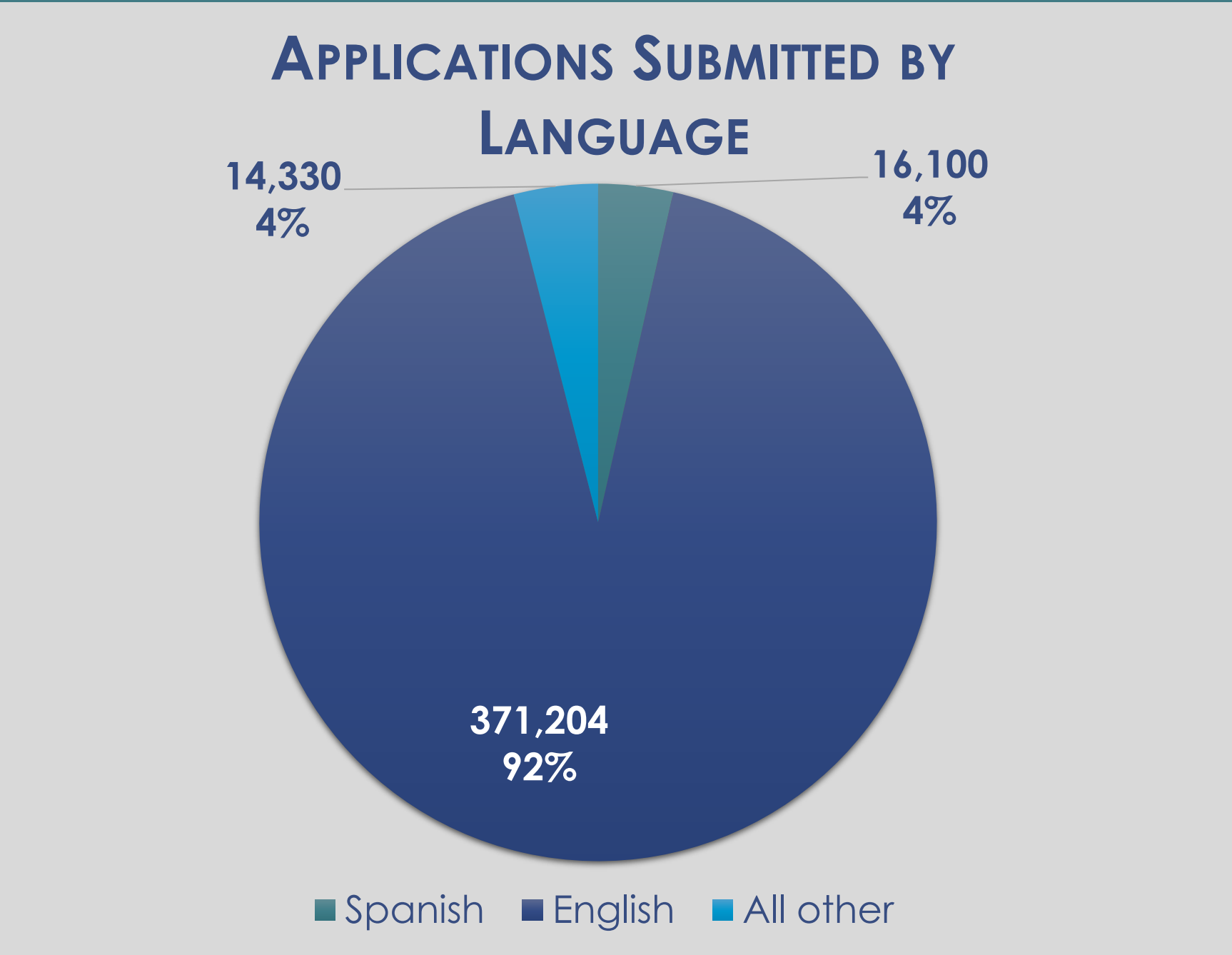
For example: 67% of the CalFresh applications received in CalSAWS across all channels during October 2024 came from BenefitsCal.

Submitted Applications by Language

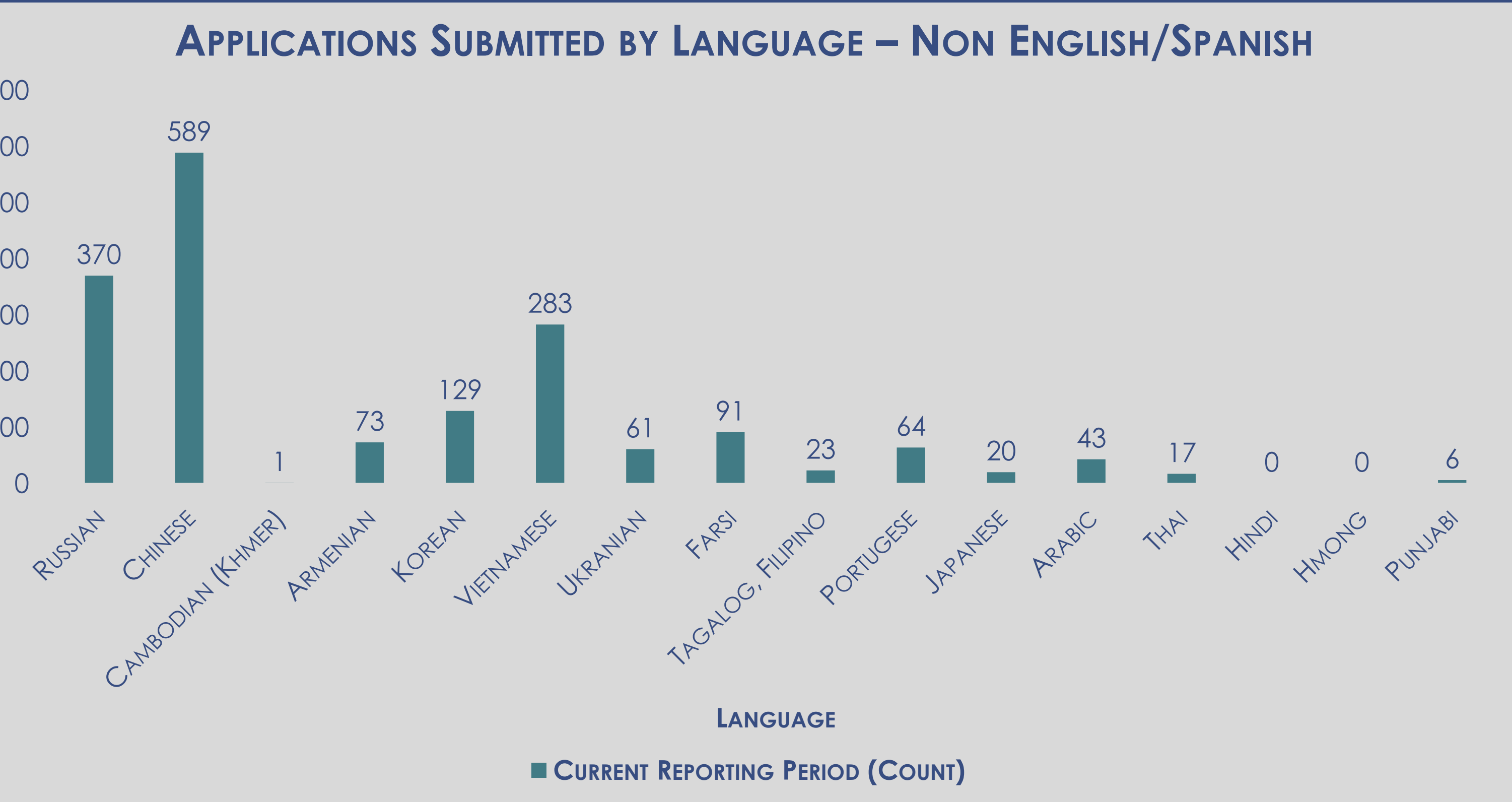
Data Range: 11/01/24 to 12/31/24



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

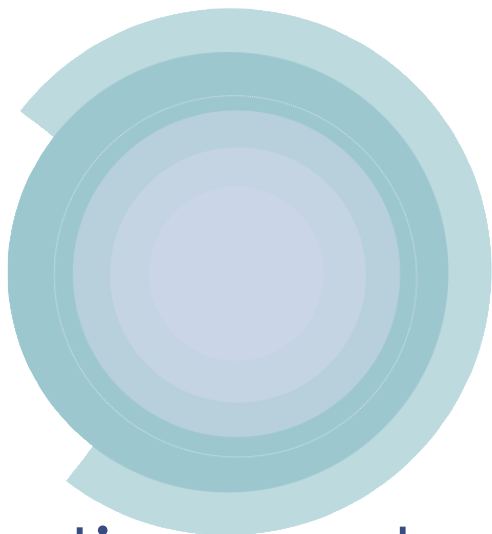


The following chart provides the number of applications submitted in **All Other** languages for the current reporting period, Nov – Dec 2024.



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.

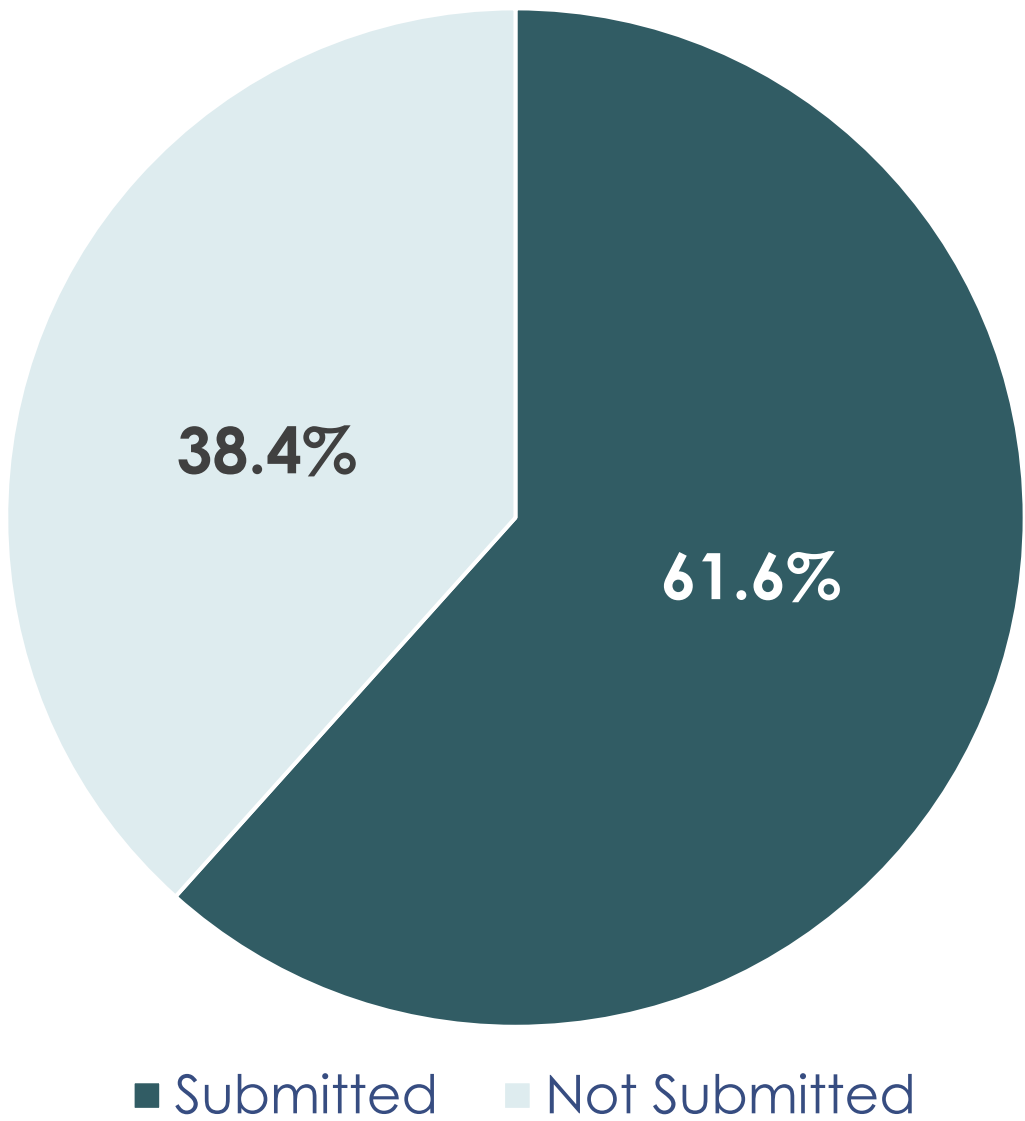
Applications Started and Not Submitted - Customer



Data Range: 11/01/24 to 12/31/24

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
(Nov – Dec)

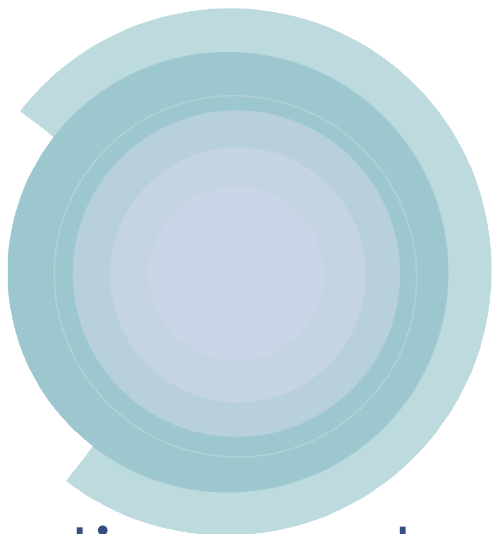


TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	69.0%
CalWORKs Only	57.9%
Medi-Cal Only	68.7%
More than one program	55.0%

** **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.*

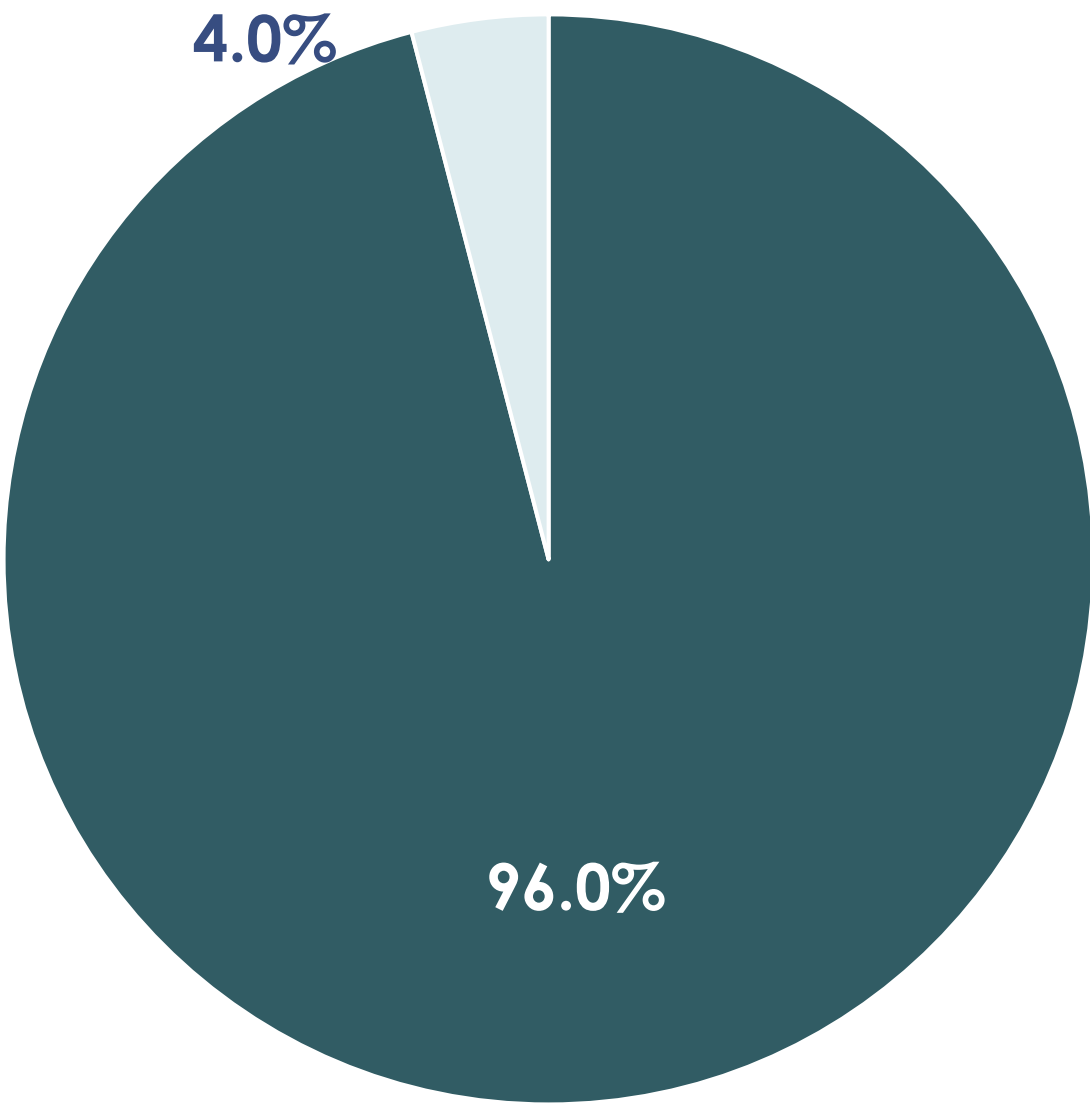
Applications Started and Not Submitted - CBO

Data Range: 11/01/24 to 12/31/24



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
(Nov – Dec)



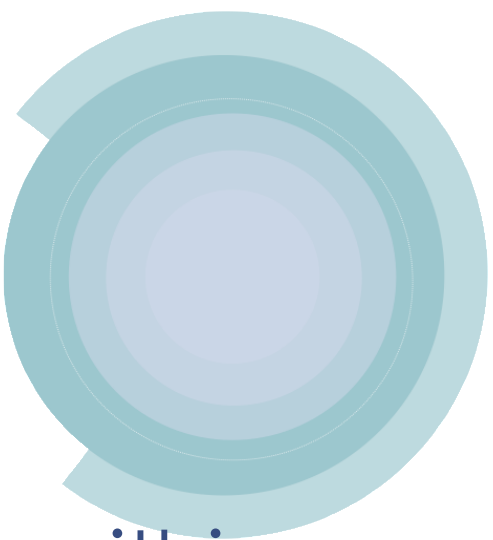
■ Submitted ■ Not Submitted

TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	96.6%
CalWORKs Only	96.8%
Medi-Cal Only	96.5%
More than one program	97.2%

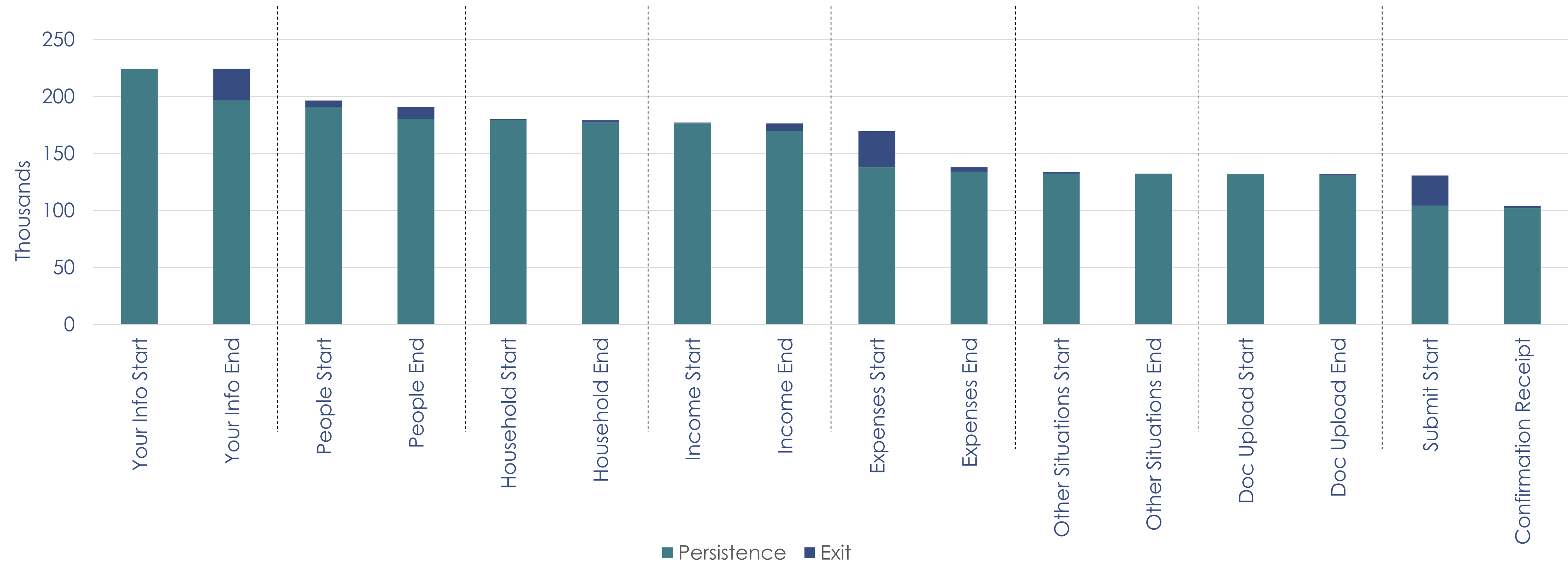
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Application Page Exit Rates

Data Range: 11/01/24 to 12/31/24



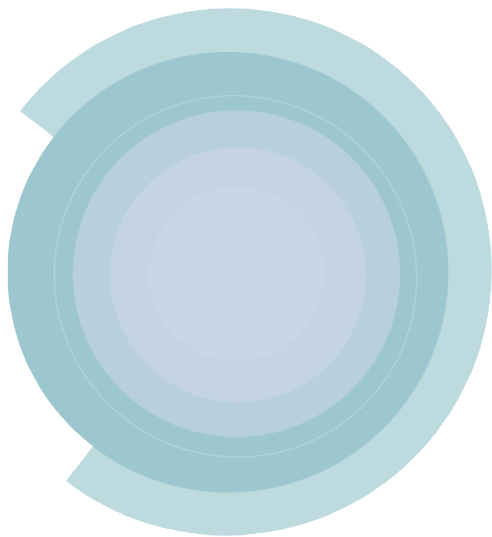
The graph below tracks the persistence of a customer who starts an application through to submission, within seven (7) days of starting the application by anonymous and authenticated users. The data in **blue** represents application exit rates, within and between sections for the reporting period. The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



Periodic and Annual Reports

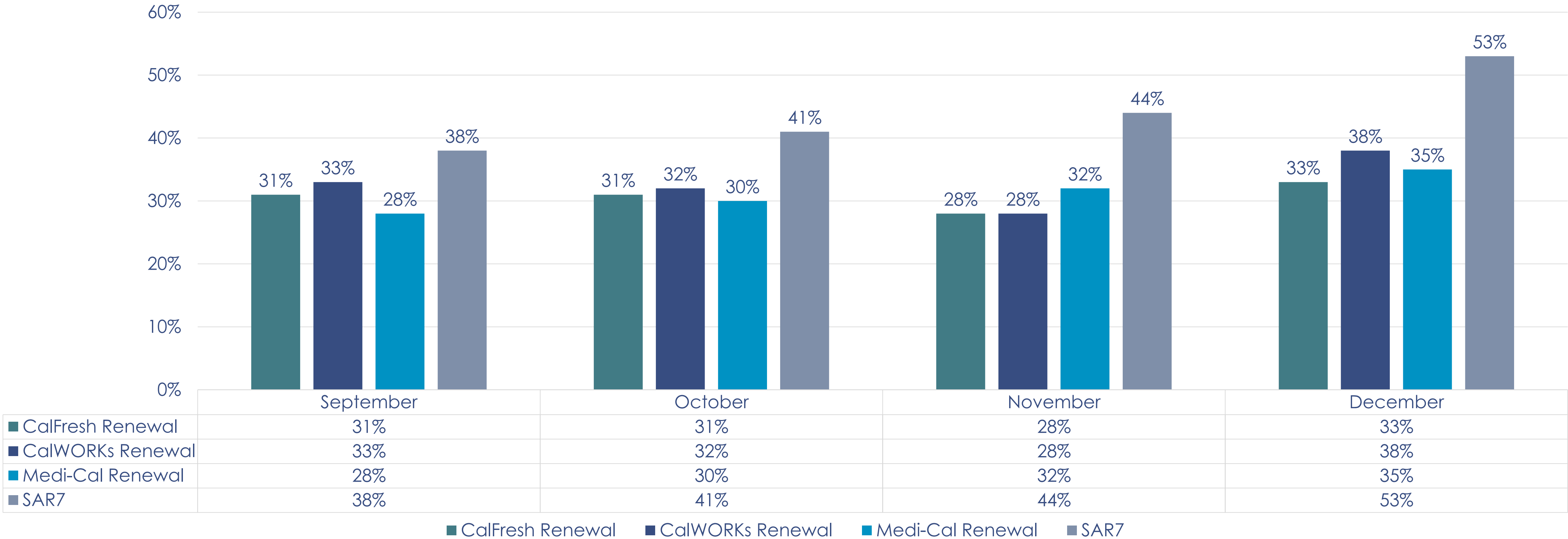
Periodic and Annual Reports Adoption Trends

Data Range: 09/01/24 to 12/31/24



The following chart is a four-month trend of the proportion of reports submitted on BenefitsCal.

PERCENTAGE OF BENEFITS^{CAL} SUBMITTED REPORTS BY PROGRAM AND BY MONTH

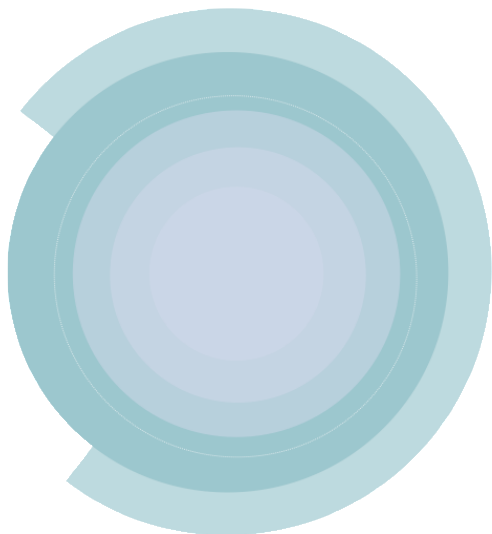


For example: BenefitsCal submissions accounted for 30% of the total Medi-Cal renewals in CalSAWS during the period of October 2024. Also, BenefitsCal does not provide separate tracking for Medi-Cal Renewals submitted through CalHEERS.

Customer Feedback

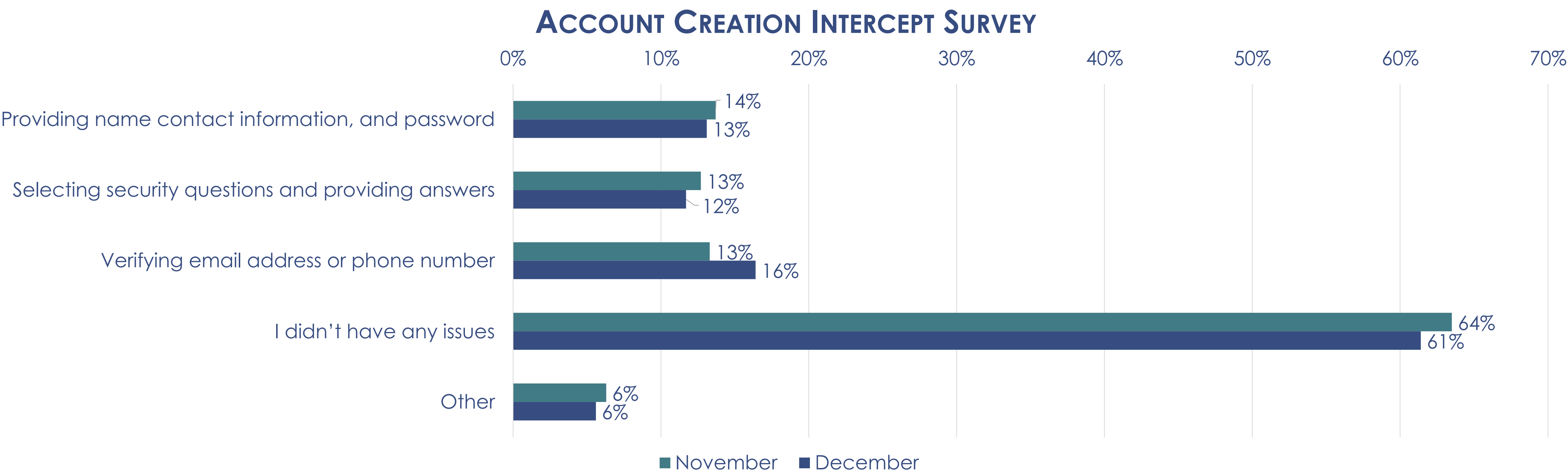
Account Creation Intercept Survey

Data Range: 11/01/24 to 12/31/24



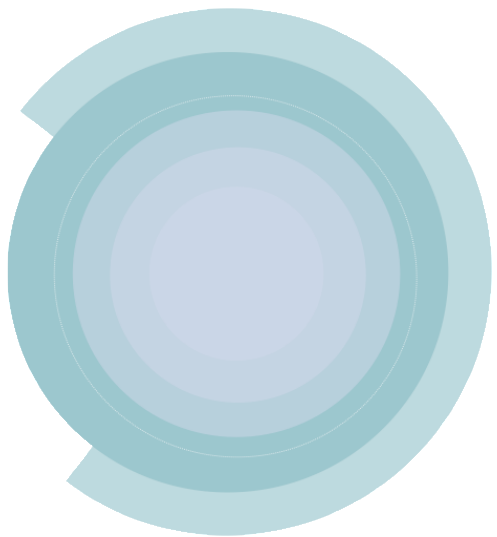
- A total of **1921 customers completed the intercept survey** for the reporting period. Customer average agreement rating to the following questions was:
 - Ease of account creation: 4.3 out of 5
 - Relevancy of security questions: 4.3 out of 5

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

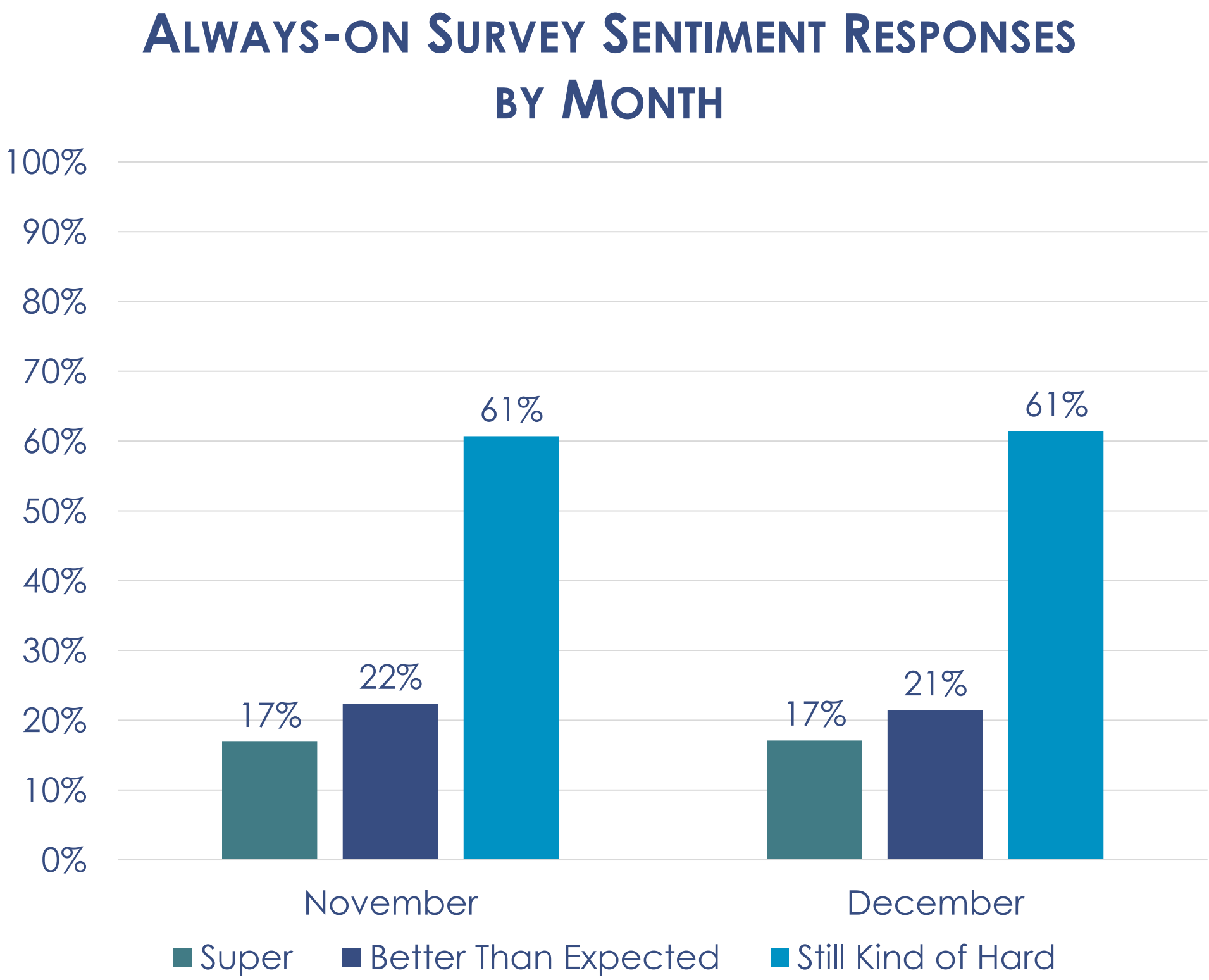
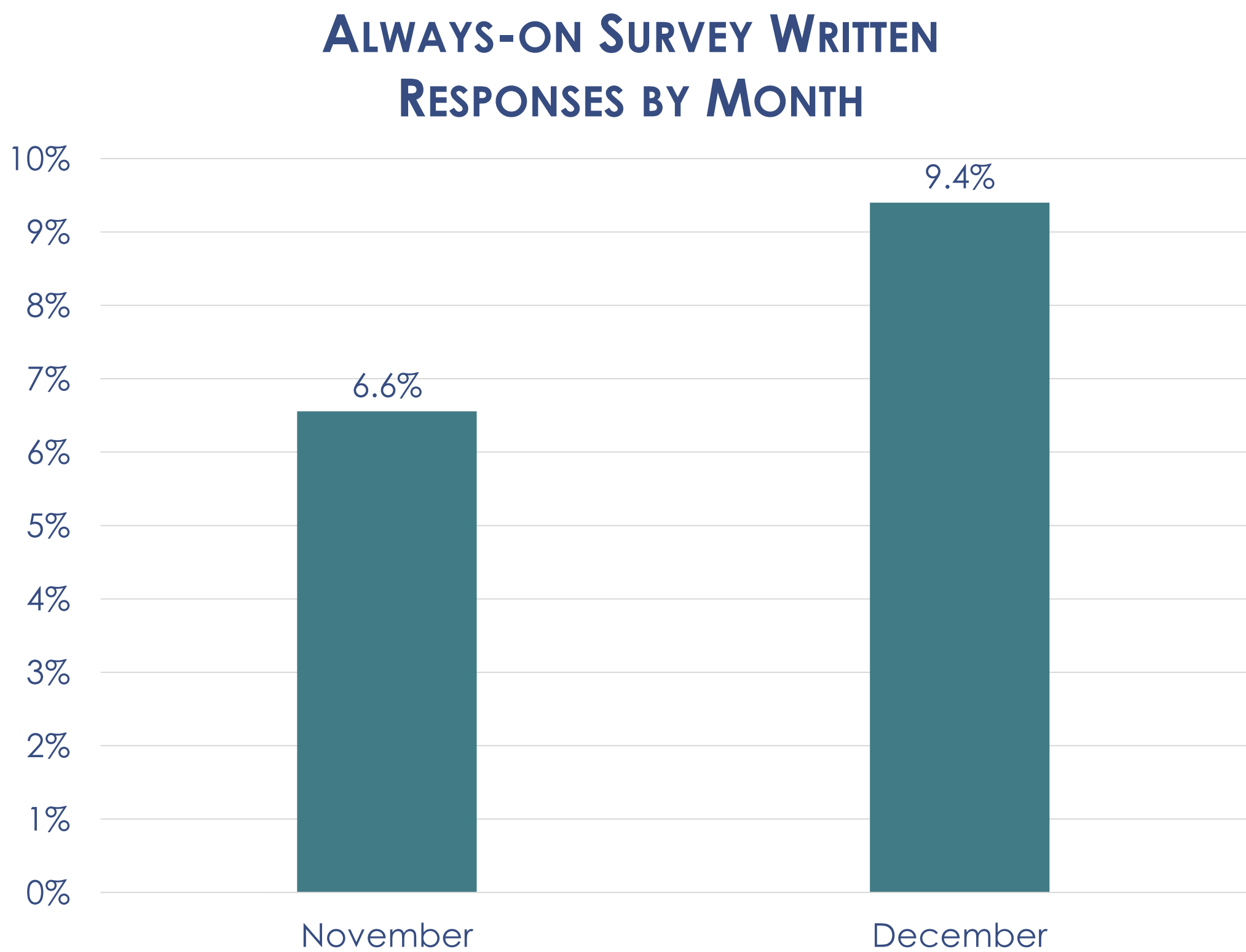


Sentiment Check – Always-on Survey Responses

Data Range: 11/01/24 to 12/31/24



The following chart(s) are a two-month trend of written and sentiment check response rates for the BenefitsCal Always-on Survey.



Always-on Survey

Data Range: 11/01/24 to 12/31/24

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

Positive Experience	Negative Experience	Solution
General – Generic positive sentiments about liking BenefitsCal	Login MFA – <ul style="list-style-type: none">• MFA codes not accepted• Unable to submit codes	<ul style="list-style-type: none">• Forwarded to BenefitsCal Maintenance and Operations team for further assessment• Resolved by Login MFA Phase III (deployed end of October)
User-Friendly – Customers found the website user-friendly <ul style="list-style-type: none">• Easy to follow format• Easy to navigate• Simple and understandable interface• Recent updates have improved its efficiency	Document Upload – <ul style="list-style-type: none">• Unclear which documents customers needed to upload• Unable to find where to upload documents• Customer receiving upload confirmation even when upload failed	<ul style="list-style-type: none">• Two enhancements logged out of Document Upload research: Multiple Documents, List of Options• A confirmation code for uploaded documents was added in July The BenefitsCal team will continue to monitor its impact on this pain point• Defect targeted to be fixed by end of January
Online Accessibility – Customers appreciate the accessibility of online services <ul style="list-style-type: none">• Ability to complete applications online• Ability to receive messages online	Appointment – Customer wanted to reschedule appointments	N/A

Note: If changes result from input received, those resolutions are reviewed during Monthly UCD meetings.
CalSAWS | BenefitsCal Usage Metrics Report (Sept-Dec 2024)

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 3,083 tickets were created by BenefitsCal Technical Help Desk for the period of 11/01/24 through 12/31/24.
 - General categories include:

CATEGORY	AVERAGE % (TOTAL TICKETS BETWEEN NOV-DEC 2024)
Login/Access	61%
Case Link	15%
Document Upload	10%
Apply	4%
View Case	1%
Renewals	3%
Dashboard	2%
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.