

# BenefitsCal Usage Metrics Report

Published date: May 2025



CalSAWS

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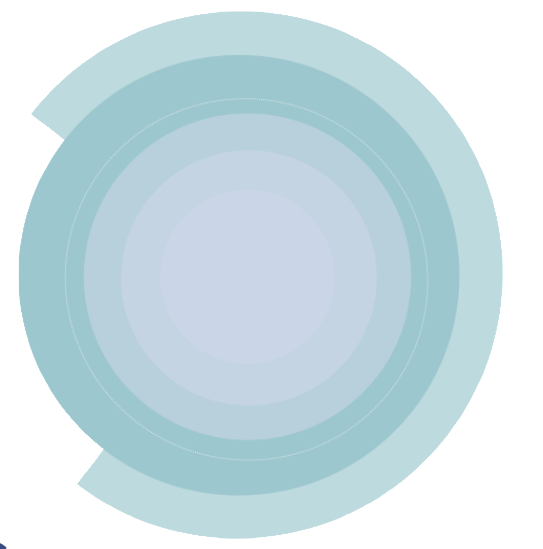
Date Range: 01/01/25 to 03/31/25

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# Applications

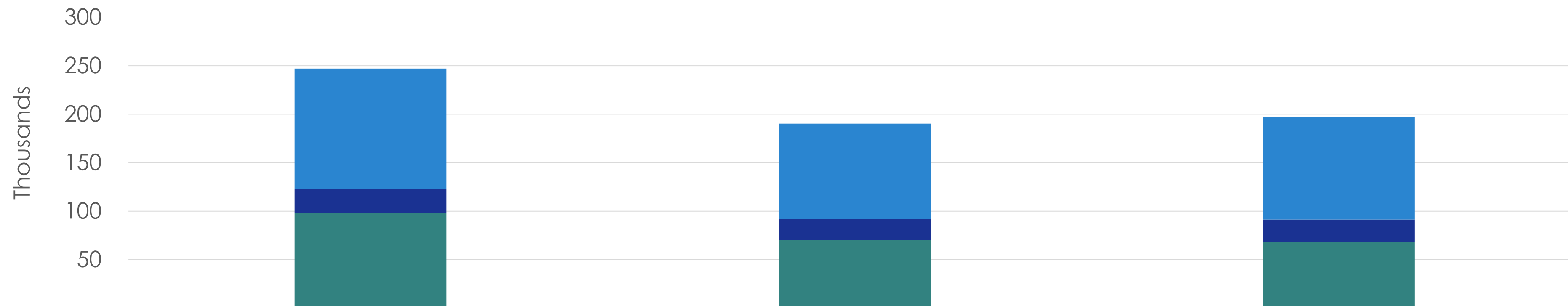
# Applications Submitted

Data Range: 01/01/25 to 03/31/25



The following chart is a three-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**



	January	February	March
Customer	124,273	98,442	105,463
CBO	24,735	21,799	23,640
GCF	98,022	70,040	67,731

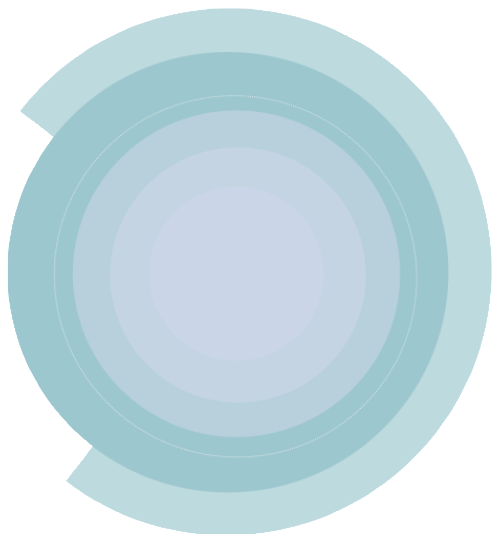
The count includes all application submissions and does not exclude duplicates based on multiple submissions by the same individual

GCF applications include both customer and CBO submissions

APPLICATIONS SUBMITTED					
	CalFresh Only	CalWORKs Only	Medi-Cal Only	GA/GR Only	More than 1 program
January	136,535	8,898	46,475	8,225	46,897
February	101,335	6,698	38,457	6,893	36,898
March	102,011	7,220	40,906	7,330	39,367

# Application Adoption Rate

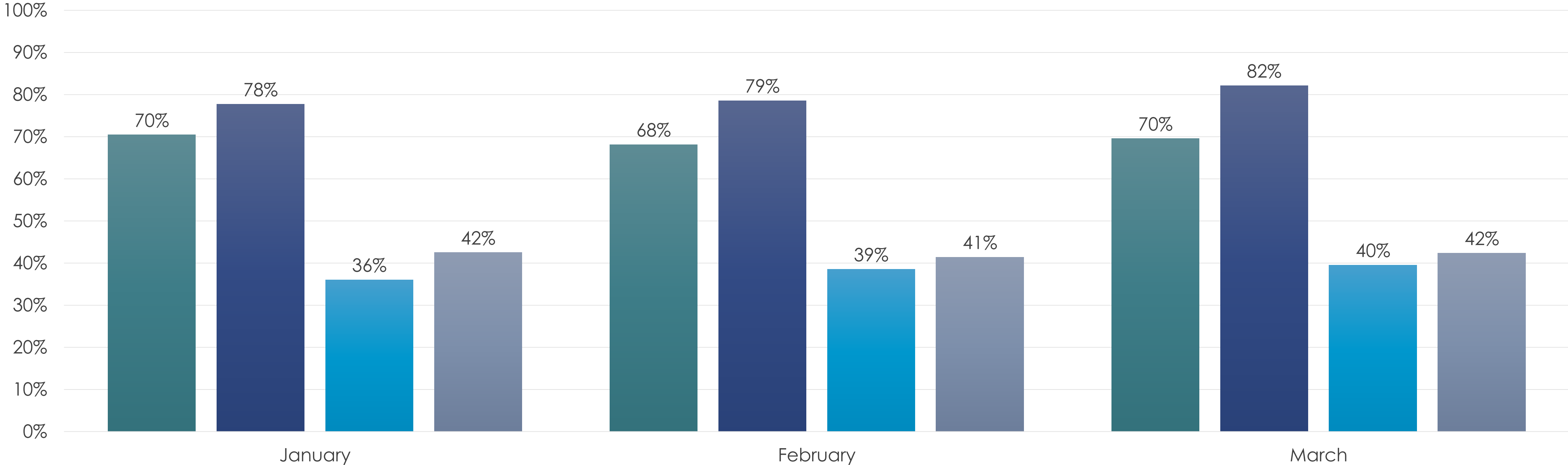
Data Range: 01/01/25 to 03/31/25



The following chart is a three-month trend of applications submitted on BenefitsCal in CalSAWS broken down by program and by month.

**PERCENTAGE OF BENEFITS CAL SUBMITTED APPLICATIONS BY PROGRAM AND BY MONTH**

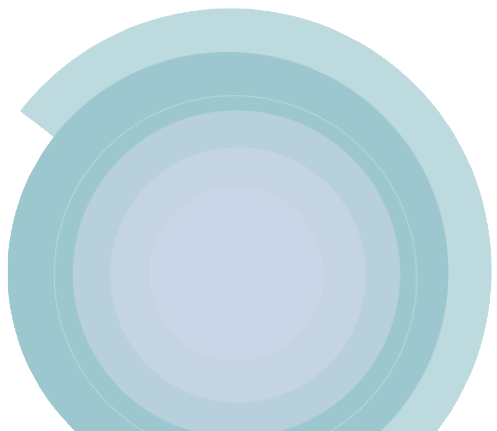
■ CalFresh ■ CalWORKs ■ Medi-Cal ■ GA/GR



*For example: 70% of the CalFresh applications received in CalSAWS across all channels during January 2025 came from BenefitsCal.*

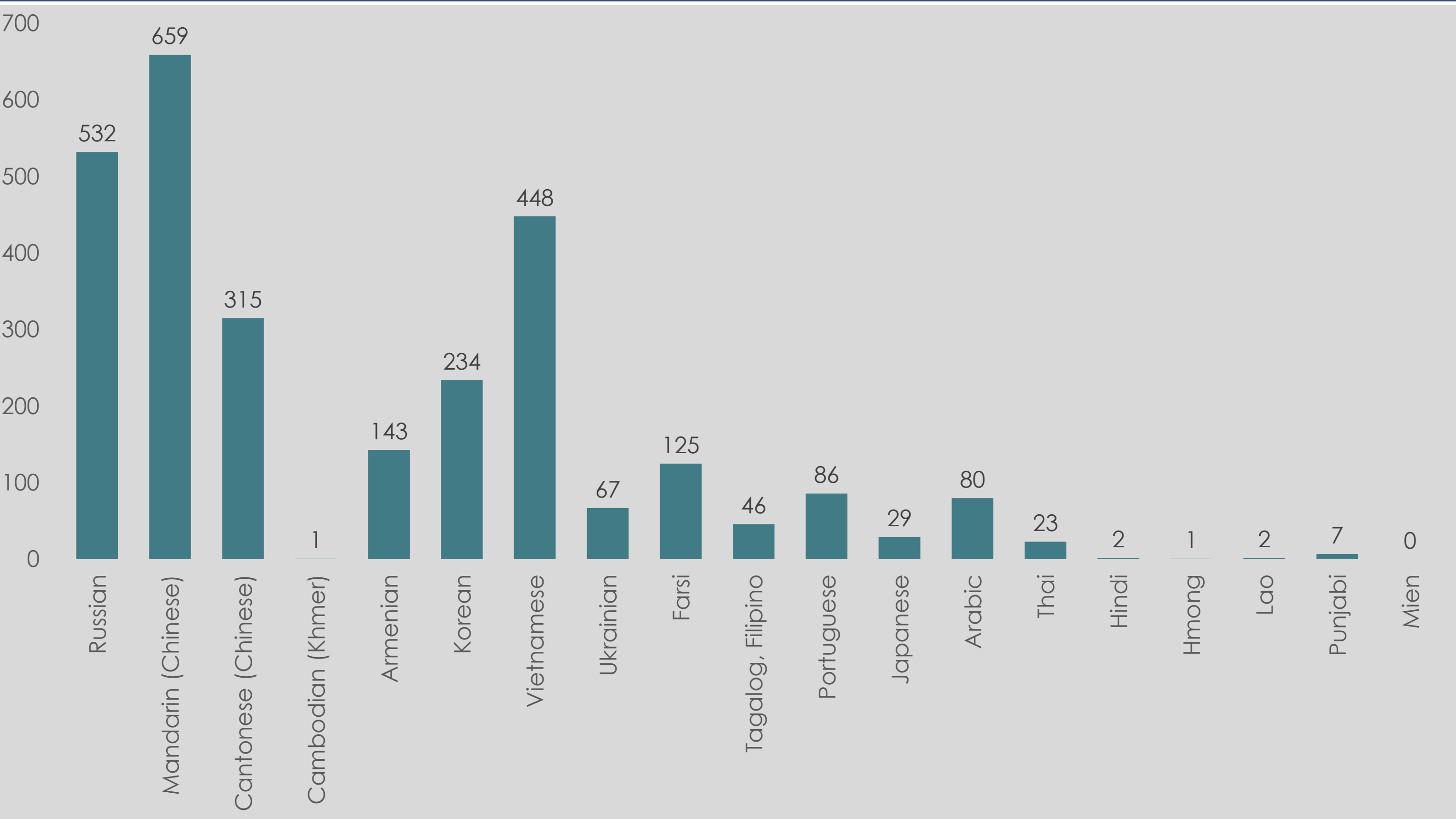
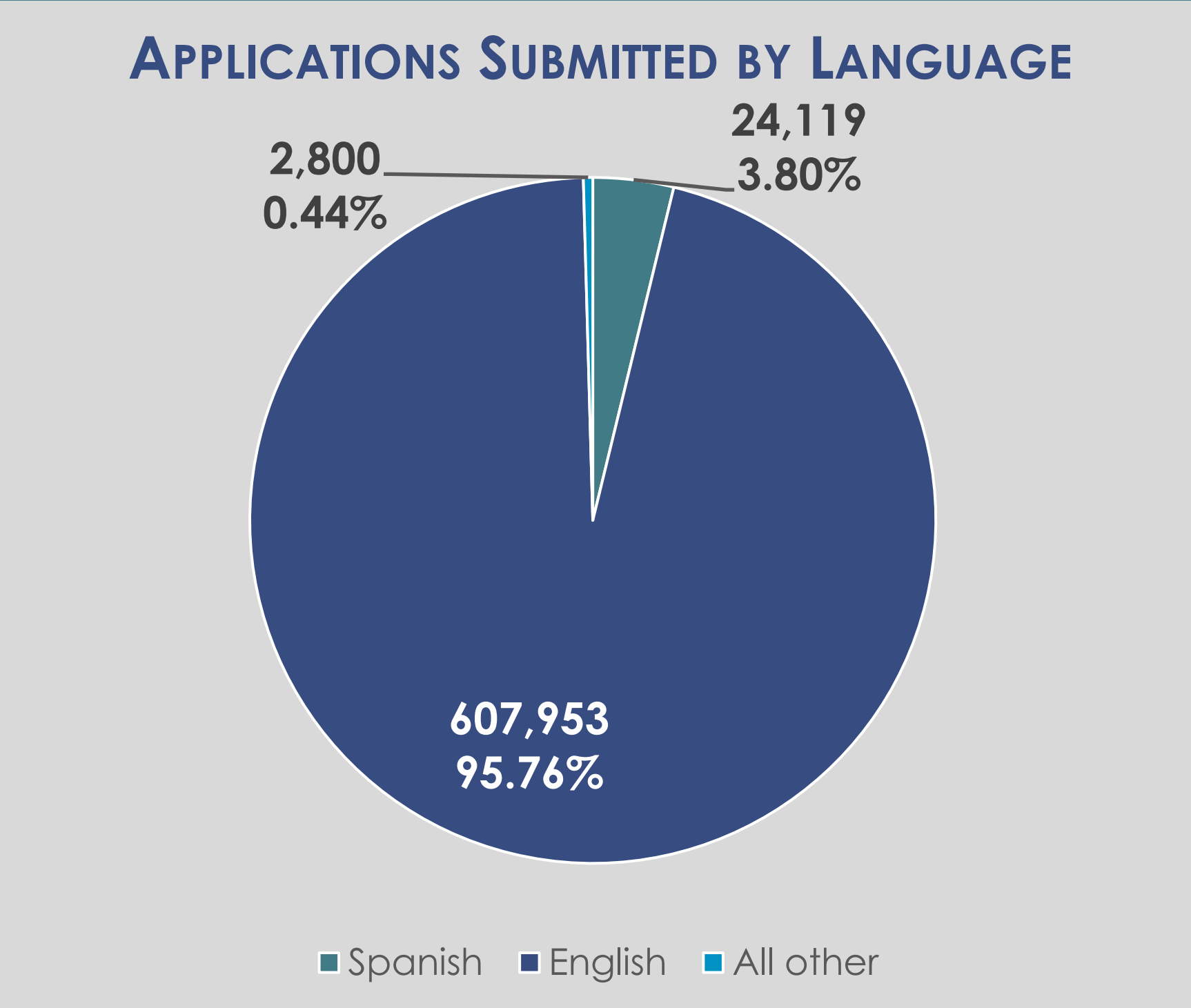
# Submitted Applications by Language

Data Range: 01/01/25 to 03/31/25



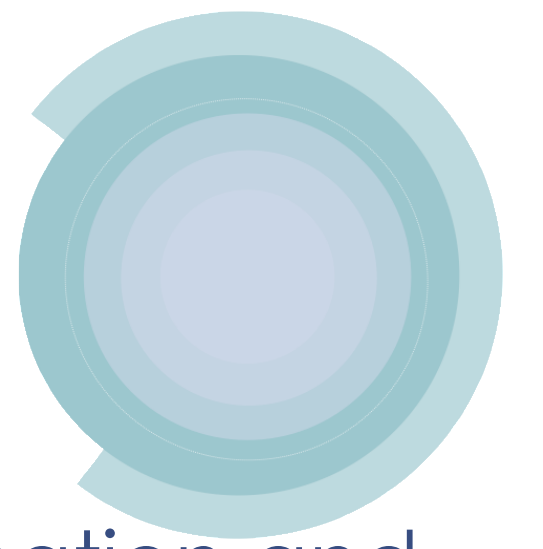
The following chart provides the number of applications submitted in languages English, Spanish, and “All Other” threshold languages for the current reporting period, January – March 2025.

The following chart provides the number of applications submitted in **All Other** languages for the current reporting period, January – March 2025.



**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.

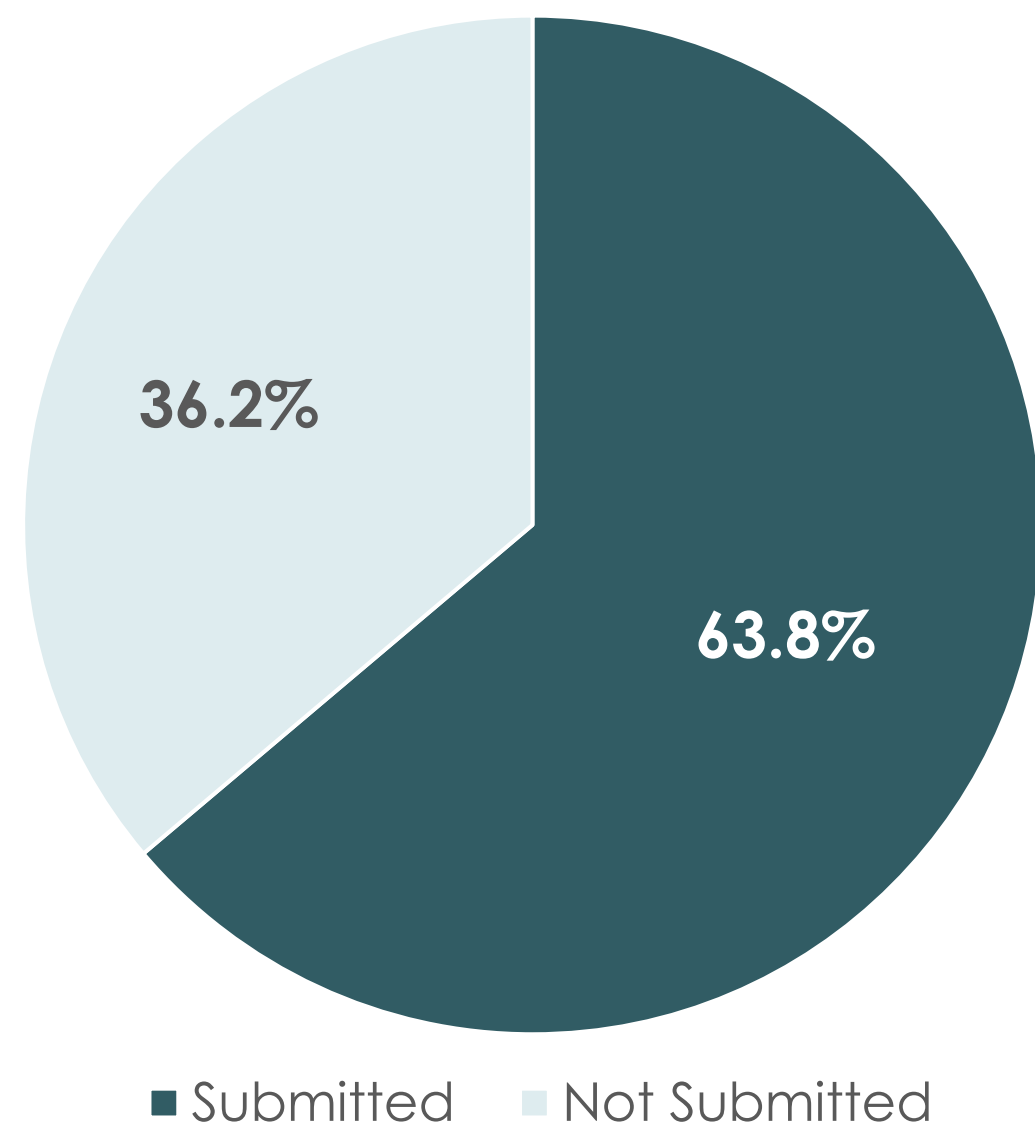
# Applications Started and Not Submitted - Customer



Data Range: 01/01/25 to 03/31/25

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.

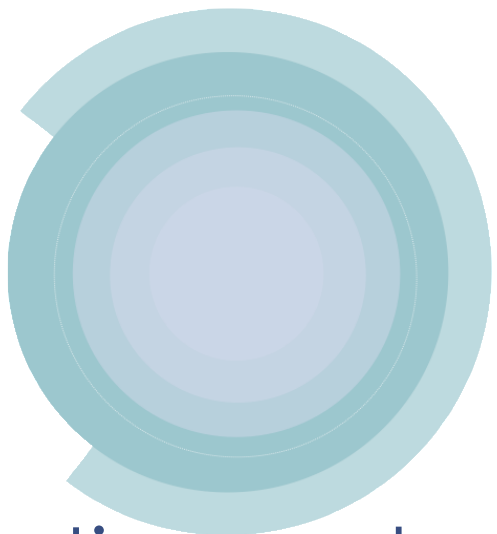
**PROPORTION OF APPLICATIONS SUBMITTED  
(JAN – MAR)**



TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	70.1%
CalWORKs Only	57.6%
Medi-Cal Only	70.0%
GA/GR Only	77.3%
More than one program	57.7%

*\* **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.*

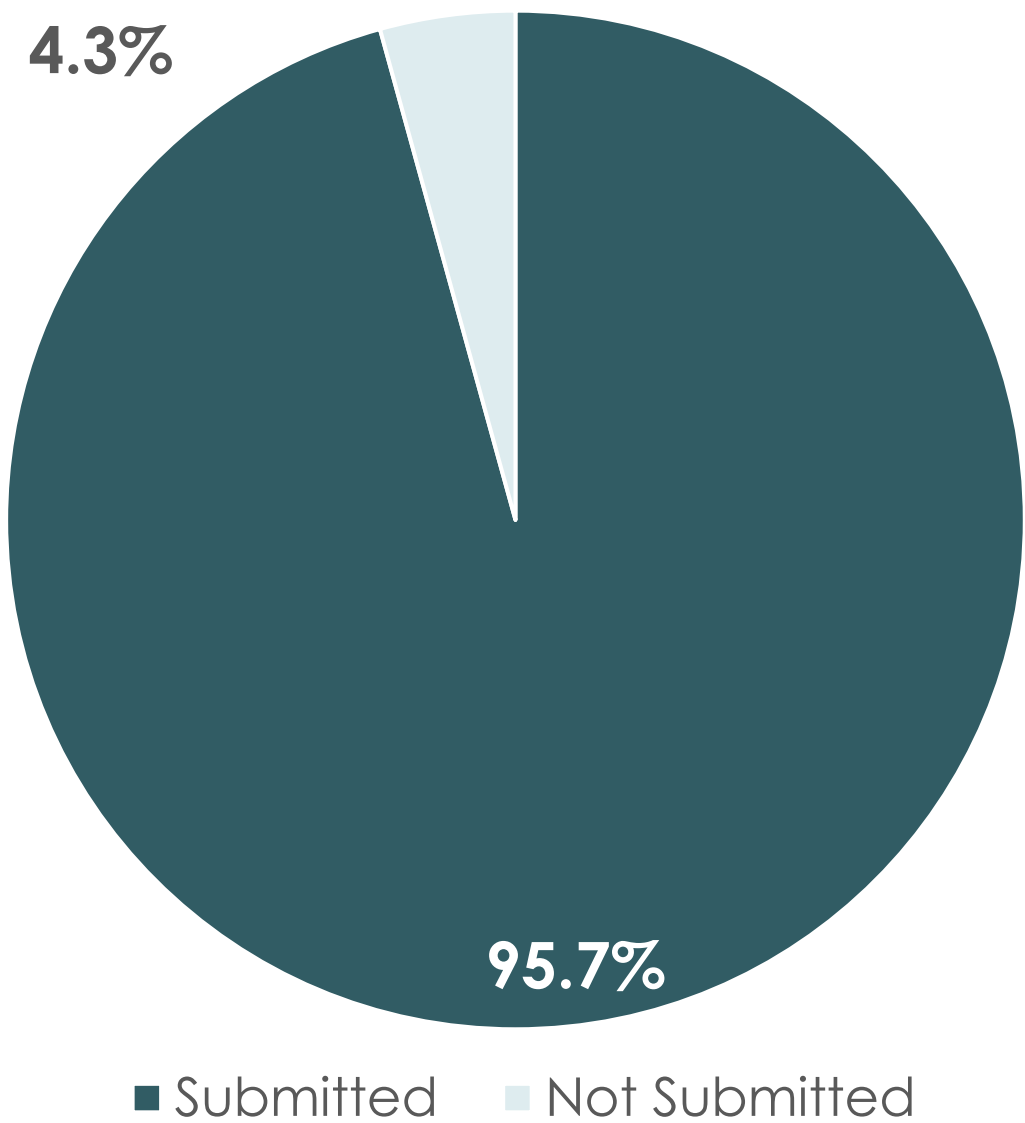
# Applications Started and Not Submitted - CBO



Data Range: 01/01/25 to 03/31/25

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  
(JAN – MAR)**



TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	95.8%
CalWORKs Only	97.6%
Medi-Cal Only	96.9%
GA/GR Only	95.4%
More than one program	96.6%

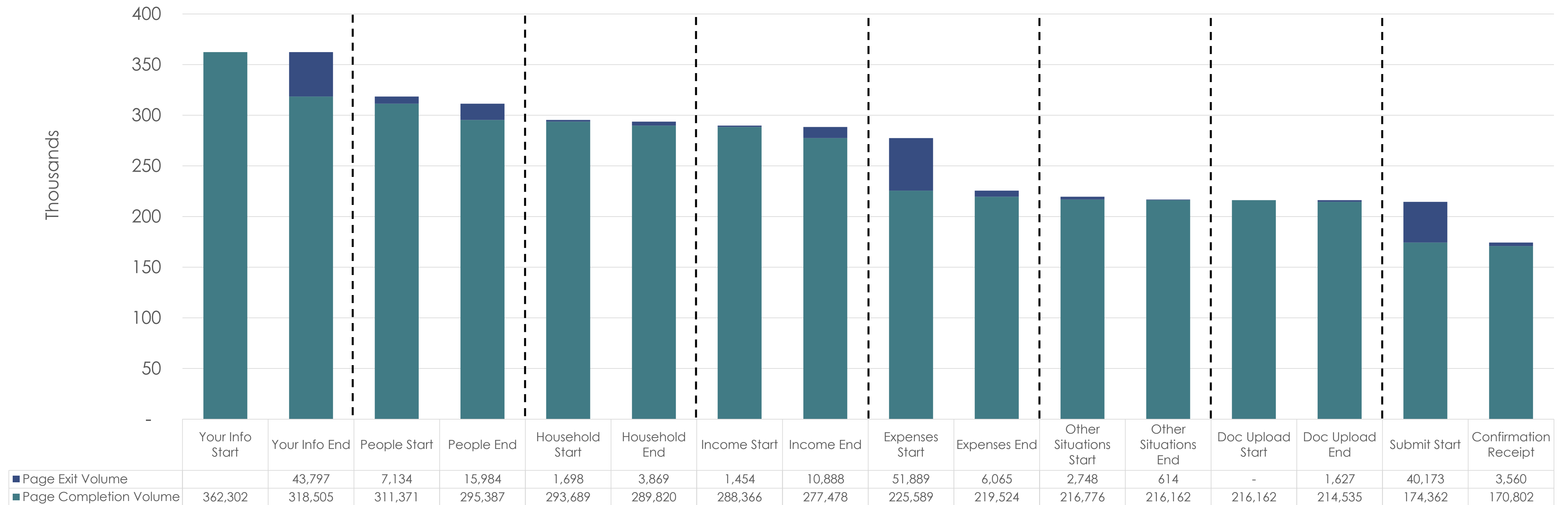
\* **Why (7) days as a baseline?** BenefitsCal Application data monitoring reflects majority of the apps (>60%) get submitted within (7) days from initiation. Hence, seven (7) days is taken as a baseline for data reporting. App submission only increases by ~2.7% between 8 and 30 days.

# Application Page Exit Rates

Data Range: 01/01/25 to 03/31/25



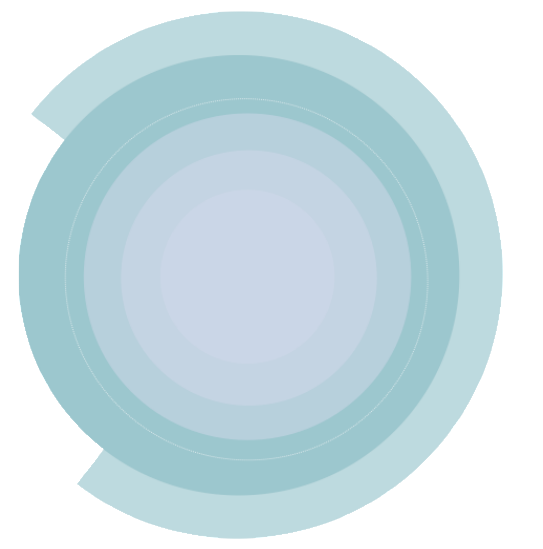
The graph below tracks the persistence of a customer who starts an application through to submission, within seven (7) days of starting the application by anonymous and authenticated users. The data in **blue** represents application exit volumes, within and between sections for the reporting period.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



# Periodic and Annual Reports

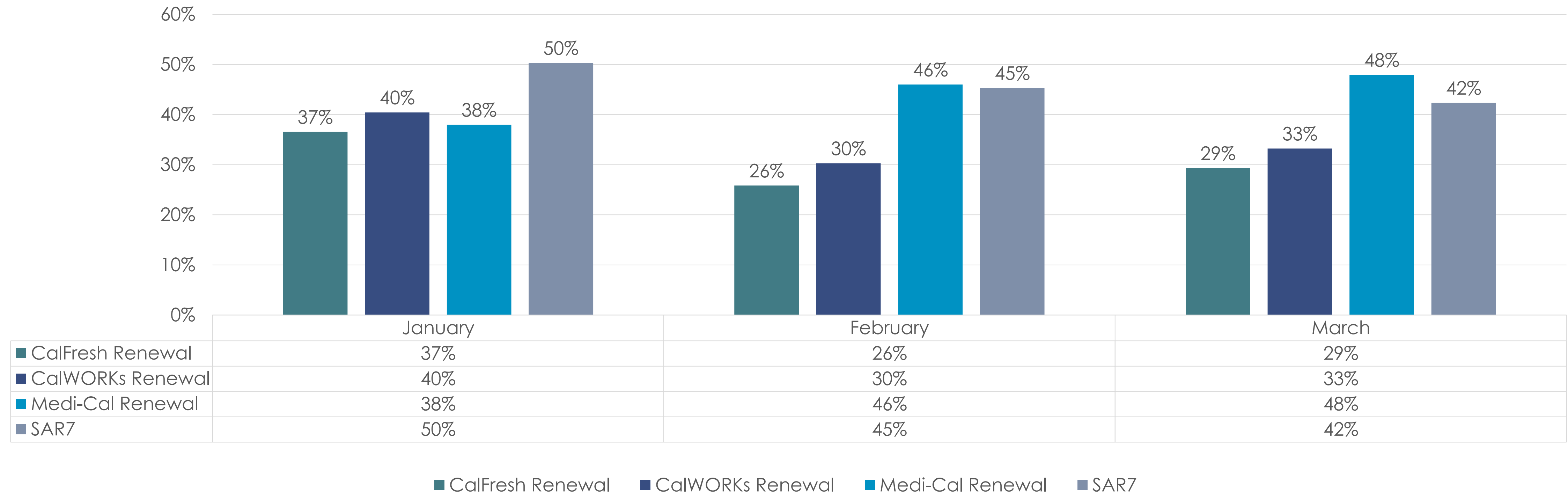
# Periodic and Annual Reports Adoption Trends

Data Range: 01/01/25 to 03/31/25



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

**PERCENTAGE OF BENEFITSCAL SUBMITTED REPORTS BY PROGRAM AND BY MONTH**



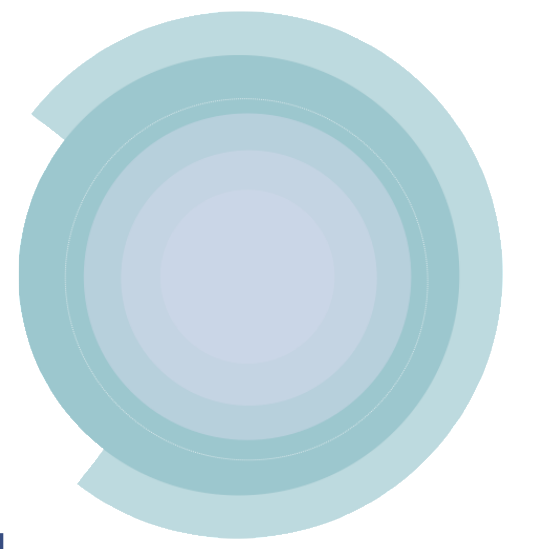
**For example:** BenefitsCal submissions accounted for 50% of the total SAR7 in CalSAWS during the period of January 2025. Also, BenefitsCal does not provide separate tracking for Medi-Cal Renewals submitted through CalHEERS.

# Customer Feedback



# Account Creation Intercept Survey

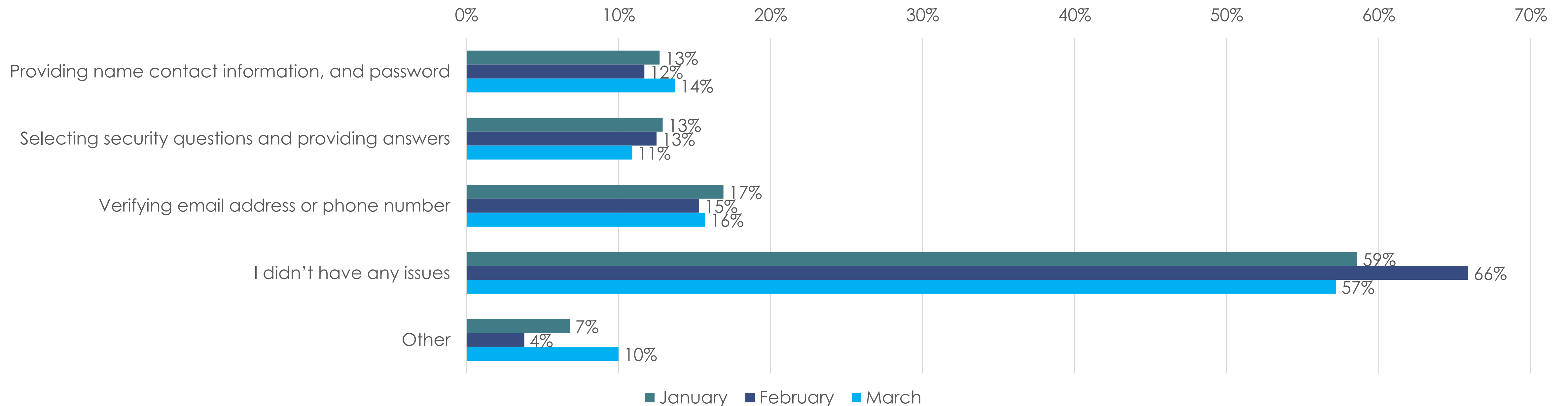
Data Range: 01/01/25 to 03/31/25



- A total of **3,233 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

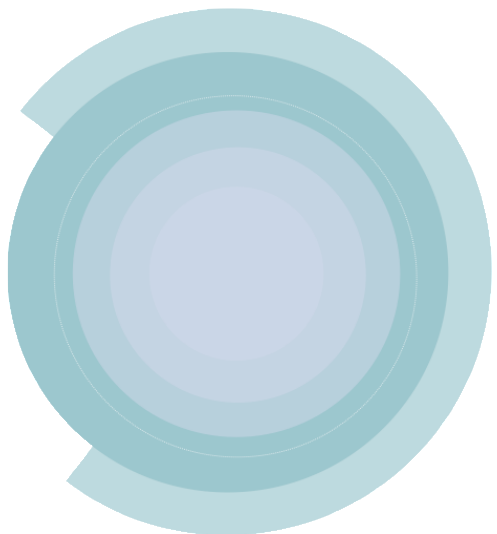
Responses to *Hard to Complete Parts of Account Creation* had the following distribution:

## ACCOUNT CREATION INTERCEPT SURVEY



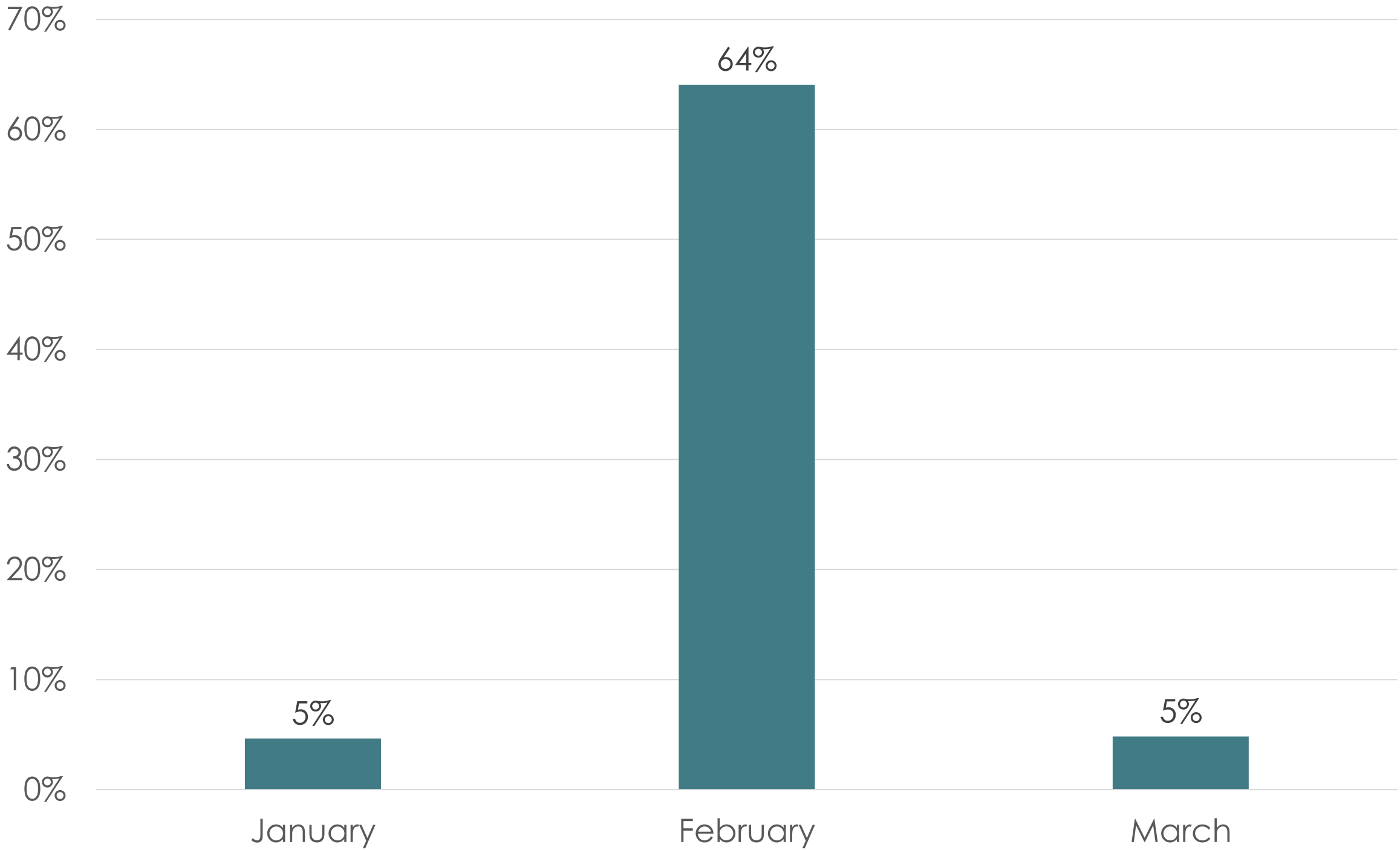
# Sentiment Check – Always-on Survey Responses

Data Range: 01/01/25 to 03/31/25



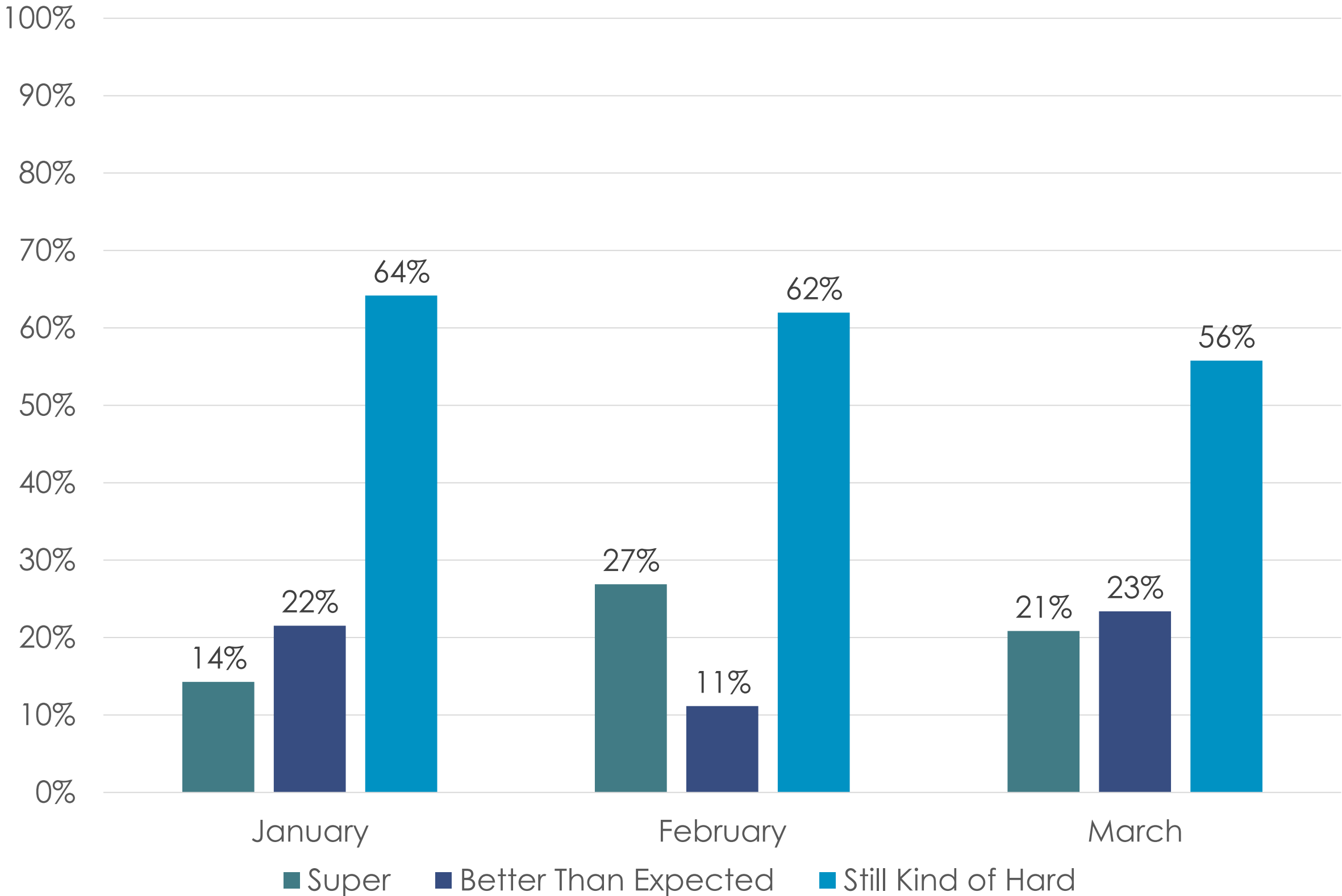
The following chart(s) are a three-month trend of written, and sentiment check response rates for the BenefitsCal Always-on Survey.

### ALWAYS-ON SURVEY WRITTEN RESPONSES BY MONTH



*Note: The February Sentiment Check data impacted by Help Center architecture re-design.*

### ALWAYS-ON SURVEY SENTIMENT RESPONSES BY MONTH



# Always-on Survey

Data Range: 01/01/25 to 03/31/25

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

## Positive Experiences

### **General –**

Generic positive sentiments about liking BenefitsCal

### **User-Friendly –**

Customers found the website user-friendly

- Easy to understand
- Easy to navigate

### **Online Accessibility –**

Customers appreciate the accessibility of online services

# Always-on Survey

Data Range: 01/01/25 to 03/31/25

Below are the most common constructive response themes and next steps based on the user's experience.

Constructive Experiences	Next Steps
<p><b>Login MFA –</b></p> <ul style="list-style-type: none"><li>• MFA codes not accepted</li><li>• Unable to submit codes</li></ul>	<p>Research sessions with customers conducted, analysis in progress</p> <ul style="list-style-type: none"><li>• 7 customer interviews conducted</li><li>• 90 customer journeys analyzed</li></ul>
<p><b>Account Login –</b></p> <ul style="list-style-type: none"><li>• Customers unable to log into account</li><li>• Customer's credentials not working; reset password not accepted</li></ul>	<ul style="list-style-type: none"><li>• Forwarded to BenefitsCal Maintenance and Operations team for further assessment</li><li>• One enhancement logged for end of April 2025</li></ul>
<p><b>Document Upload –</b></p> <ul style="list-style-type: none"><li>• Customers wanting acknowledgement for documents being received</li><li>• Customers unable to find where to upload documents</li></ul>	<p>One (1) Collaboration Model (CM) enhancement logged for customer dashboard revamp to revise placement</p>

Note: Any resolutions resulting from Always-on Survey feedback are reviewed during UCD Monthly meetings.

# Help Desk Support Metrics

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## BenefitsCal ticket averages

- A total of 4,846 tickets were created by BenefitsCal Technical Help Desk for the period of 01/01/25 to 03/31/25.
- General categories include:

CATEGORY	AVERAGE % (TOTAL TICKETS BETWEEN JAN – MAR 2025)
Login/Access	58%
Case Link	16%
Document Upload	11%
Apply	4%
View Case	3%
Renewals	3%
Dashboard	2%
Other (technical and miscellaneous)	3%

# Help Desk Support Metrics

## Help Desk Resolution Percentages

- Percentages are per calendar month.

	JANUARY 2025	FEBRUARY 2025	MARCH 2025
Total number of tickets	1,683	1,554	1,609
Resolved within same day – while customer on the line	85%	83%	83%
Resolved within same day – requiring technical support staff	3%	3%	3%
If not resolved same day call-back process up to 3 business days	8%	11%	11%
<i>Note: Each month, 3 to 4% of total tickets remain unresolved, usually because of complex issues, pending reassignment, or review.</i>			

# Appendix



# Definitions

Key terms in the context of the BenefitsCal portal

TERM	DEFINITION
<b>Always-On Sentiment Check</b>	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.
<b>Change Report</b>	A report submitted to the county to share a change to a customer's situation (e.g., income, address, household makeup).
<b>Intercept Survey</b>	A "pop-up" survey that is triggered when a customer successfully creates an account.
<b>Periodic Report</b>	A mandatory program report to maintain eligibility (e.g., SAR 7).
<b>Exit Rate</b>	The percent of users who leave a flow at certain pages compared to the number who started the flow.