

# BenefitsCal Usage Metrics Report

Publish Date: July 2025



CalSAWS



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Date Range: 04/01/25 to 06/30/25

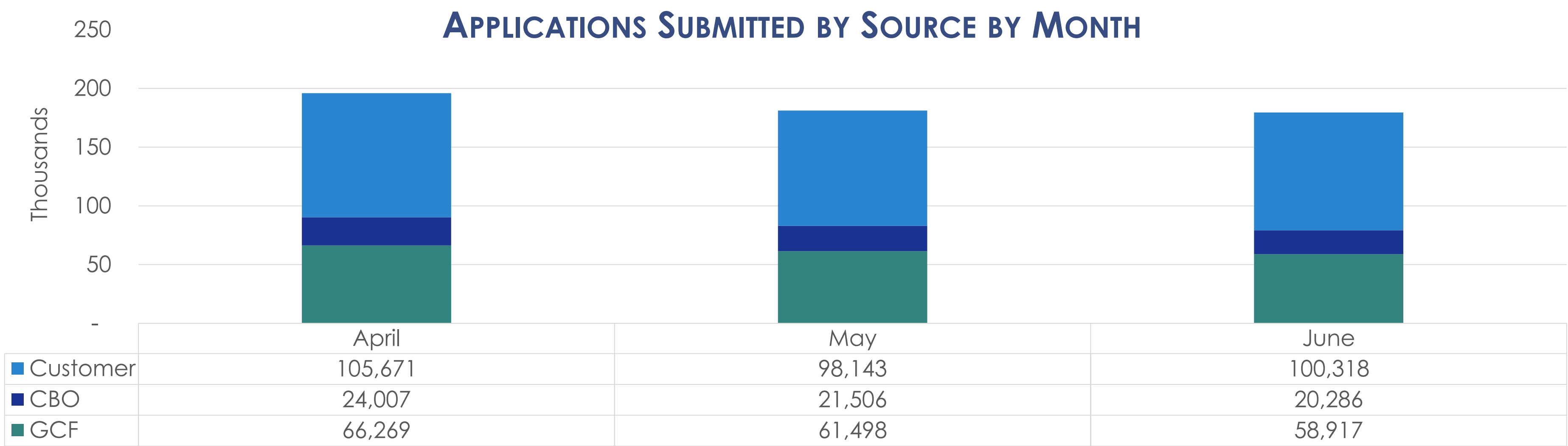
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# Applications

# Applications Submitted

Data Range: 04/01/25 to 06/30/25

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.



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

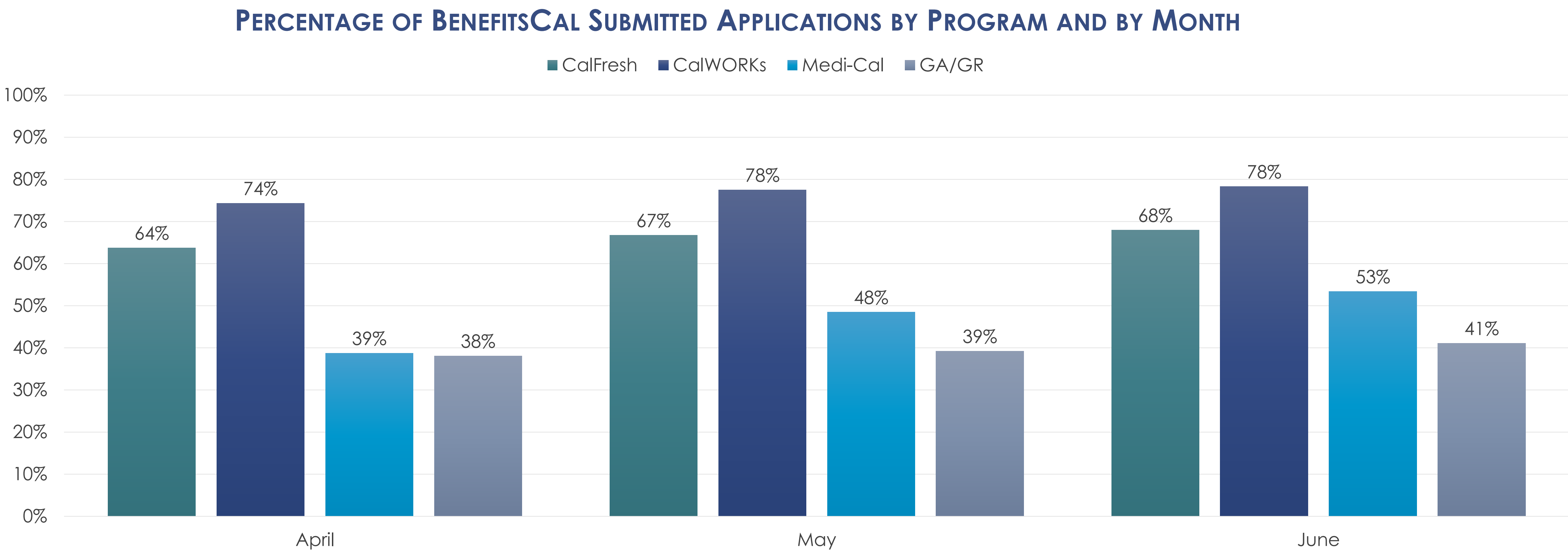
APPLICATIONS SUBMITTED					
	CalFresh Only	CalWORKs Only	Medi-Cal Only	GA/GR Only	More than 1 program
April	100,777	7,748	41,115	7,258	39,049
May	92,313	7,669	37,084	7,202	36,879
June	91,428	7,628	34,482	7,373	38,610



# Application Adoption Rate

Data Range: 04/01/25 to 06/30/25

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

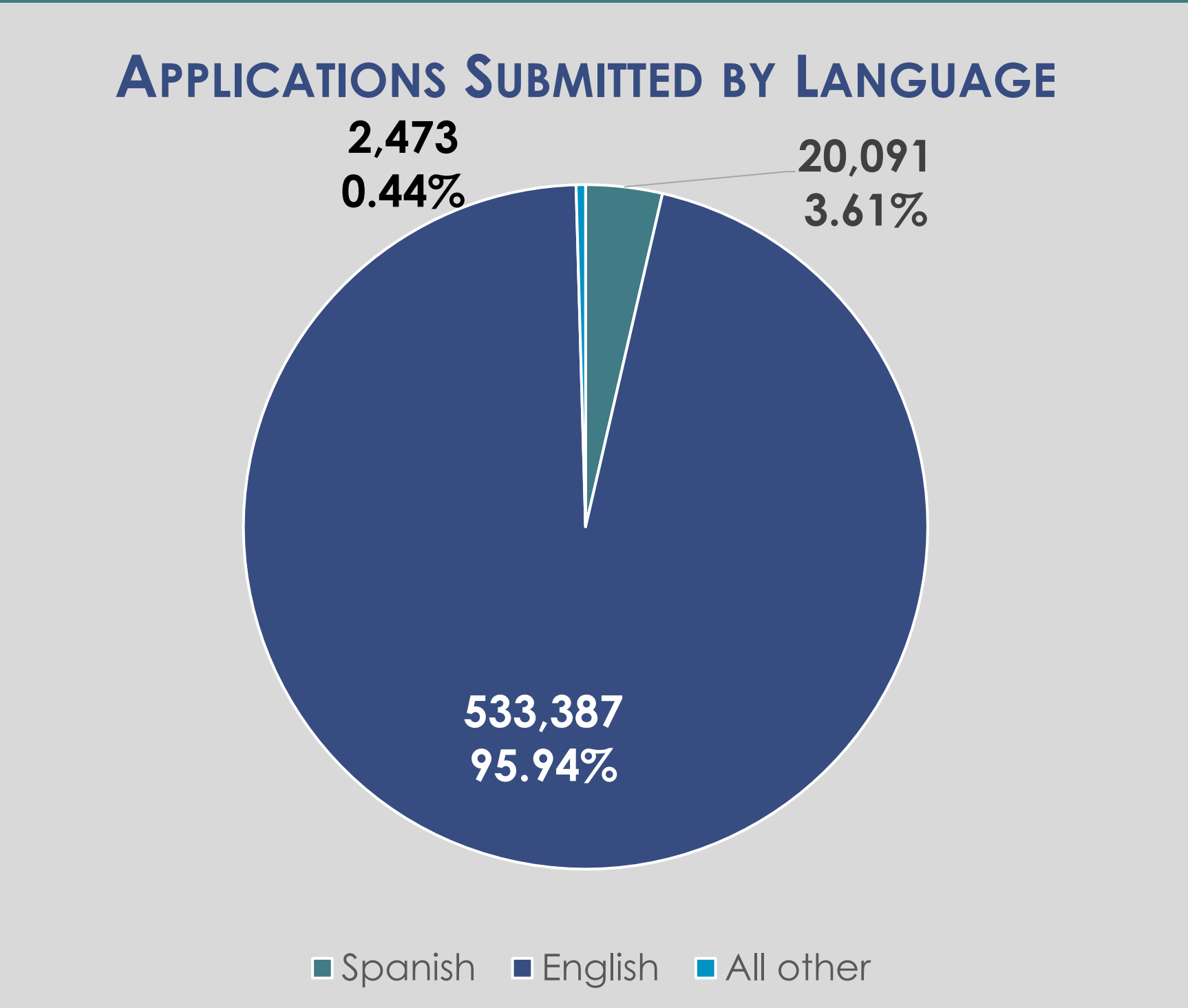


**For example:** 64% of the CalFresh applications received in CalSAWS across all channels during April 2025 came from BenefitsCal.

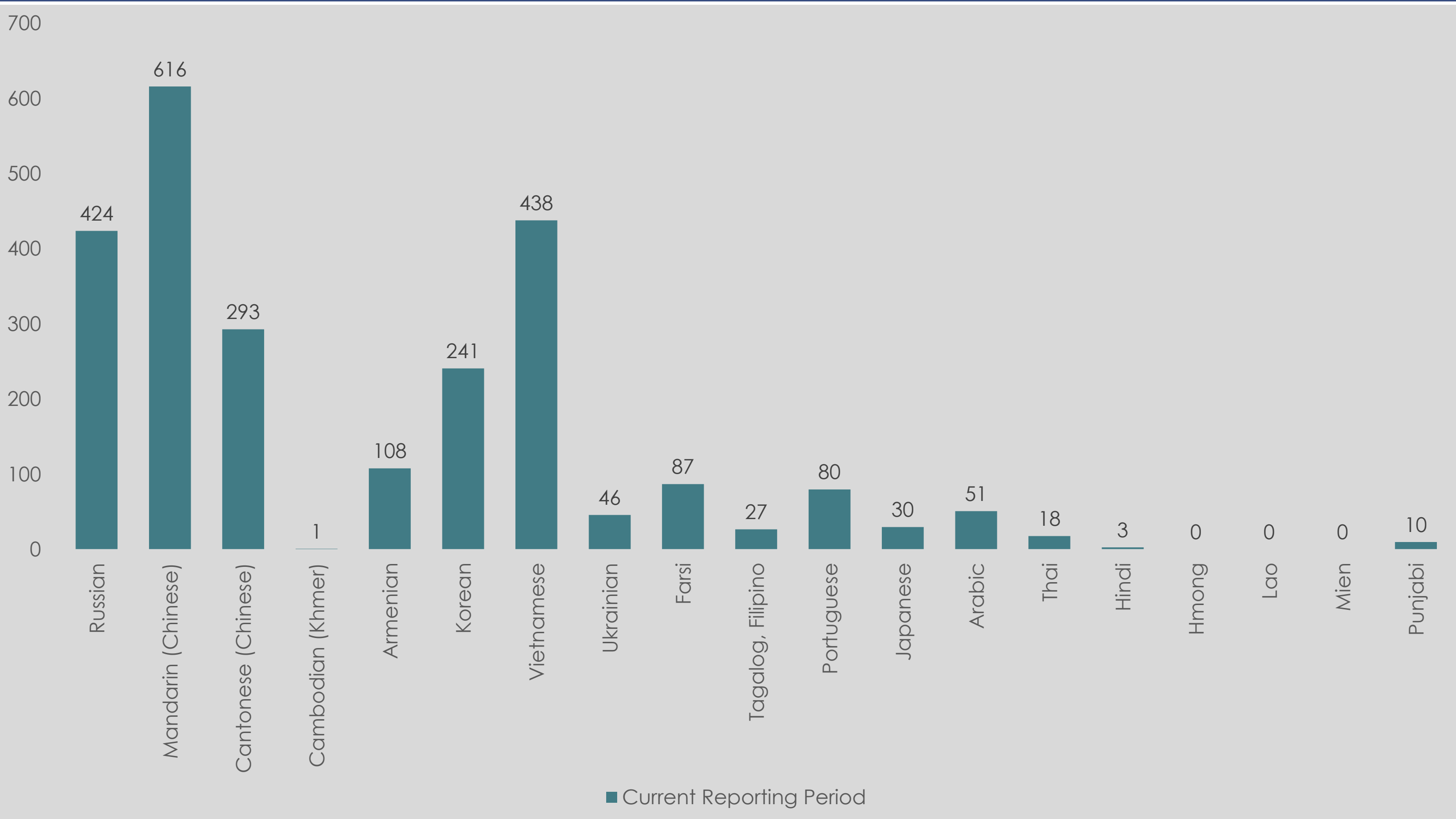
# Submitted Applications by Language

Data Range: 04/01/25 to 06/30/25

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



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



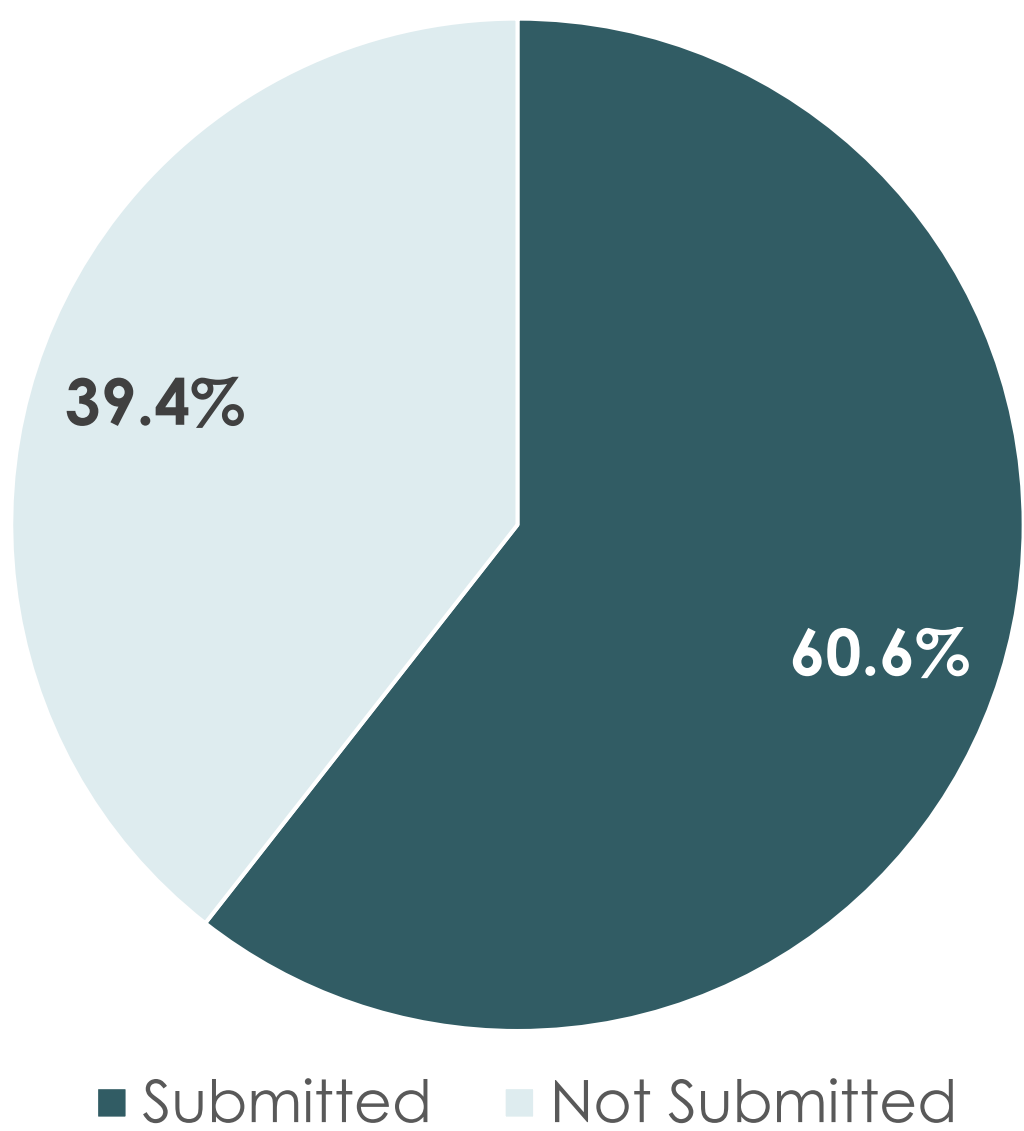
**Note:** The data visualized on these chart is based on the language selected when completing the application. Customers can identify written and spoken language on the BenefitsCal application which is not a part of this data set.

# Applications Started and Not Submitted - Customer

Data Range: 04/01/25 to 06/30/25

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  
(APRIL – JUNE)



TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	65.7%
CalWORKs Only	57.0%
Medi-Cal Only	66.1%
GA/GR Only	76.5%
More than one program	60.6%

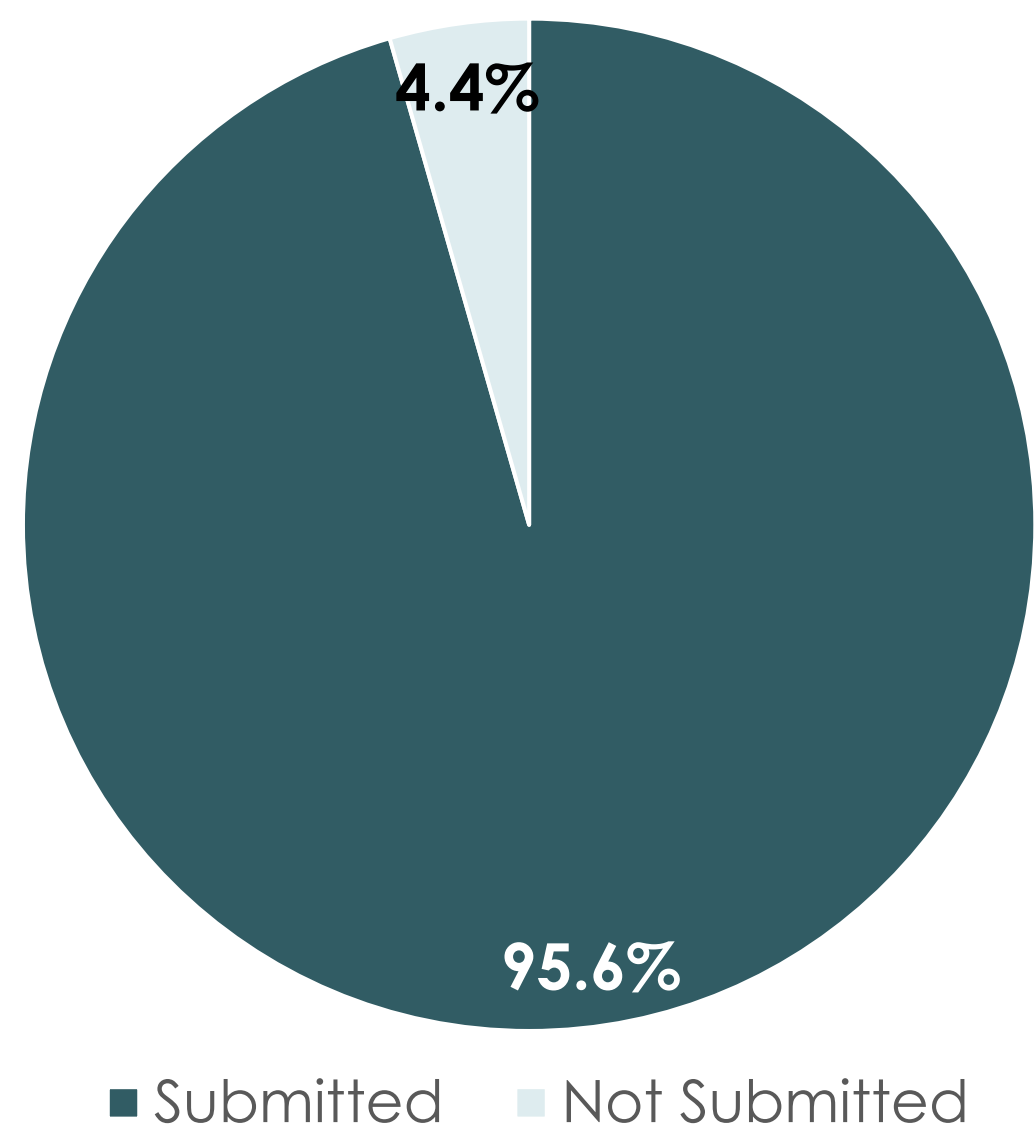
*\* **Why (7) days as a baseline?** BenefitsCal Application data monitoring reflects majority of the apps (>60%) get submitted within (7) days from initiation. Hence, seven (7) days is taken as a baseline for data reporting. App submission only increases by ~2.7% between 8 and 30 days.*

# Applications Started and Not Submitted - CBO

Data Range: 04/01/25 to 06/30/25

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  
(APRIL – JUNE)



TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	96.1%
CalWORKs Only	96.2%
Medi-Cal Only	97.1%
GA/GR Only	94.8%
More than one program	95.6%

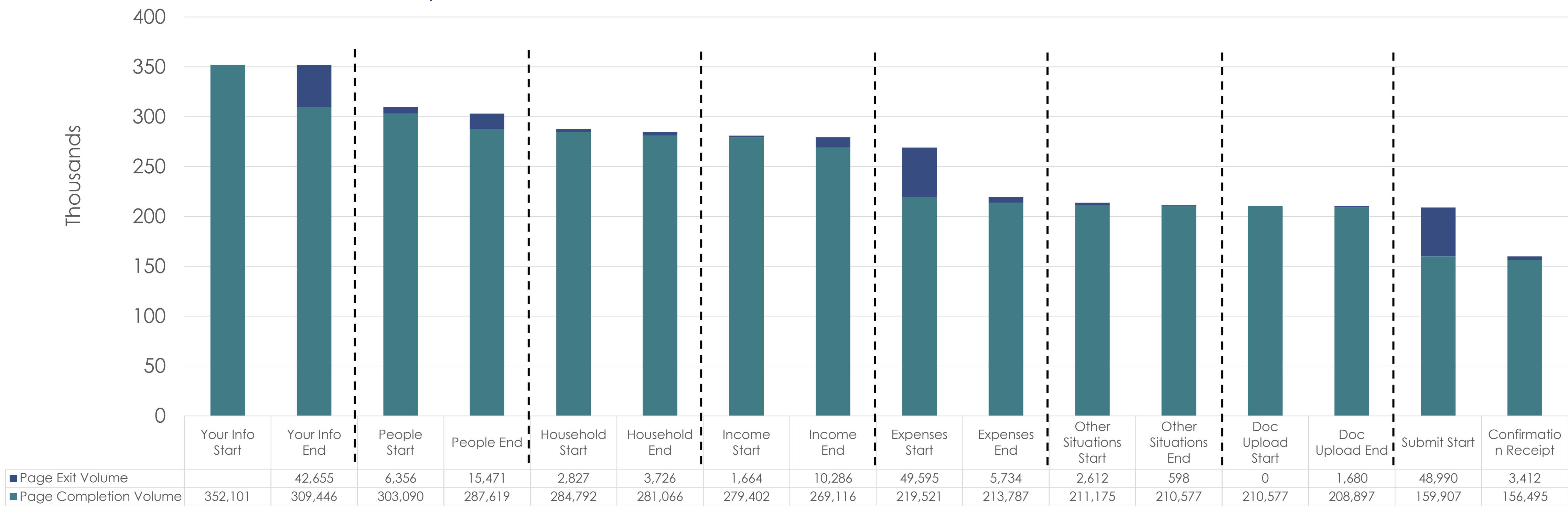
*\* **Why (7) days as a baseline?** BenefitsCal Application data monitoring reflects majority of the apps (>60%) get submitted within (7) days from initiation. Hence, seven (7) days is taken as a baseline for data reporting. Application submission only increases by ~2.7% between 8 and 30 days.*



# Application Page Exit Rates

Data Range: 04/01/25 to 06/30/25

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 page exit volumes, within and between sections for the reporting period. The common exit points seen below remain consistent across time periods.



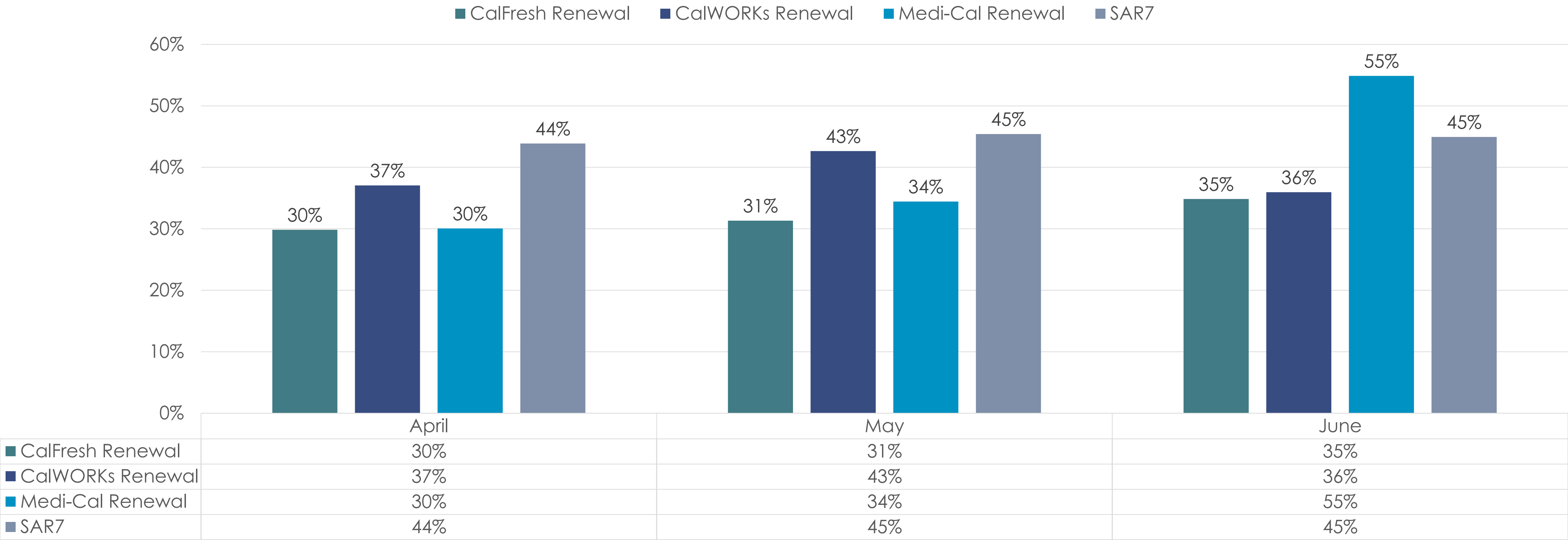
# Periodic and Annual Reports

# Periodic and Annual Reports Adoption Trends

Data Range: 04/01/25 to 06/30/25

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

PERCENTAGE OF BENEFITS<sup>Cal</sup> SUBMITTED REPORTS BY PROGRAM AND BY MONTH



**For example:** BenefitsCal submissions accounted for 44% of the total SAR7 in CalSAWS during the period of April 2025. Also, BenefitsCal does not provide separate tracking for Medi-Cal Renewals submitted through CalHEERS.

# Customer Feedback

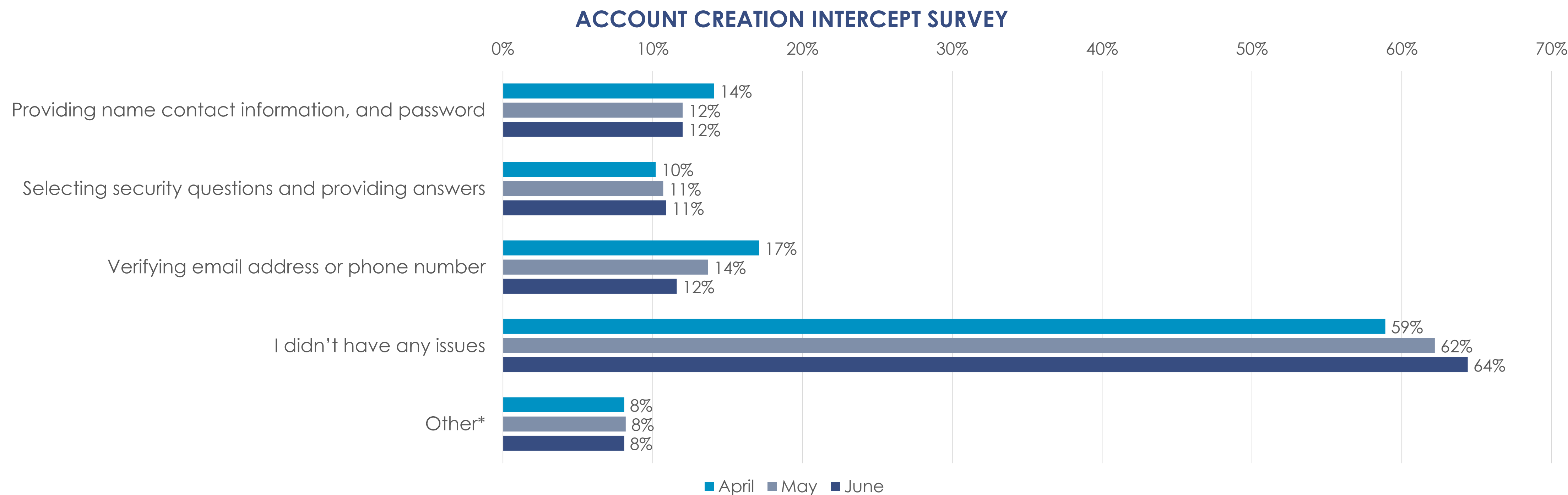


# Account Creation Intercept Survey

Data Range: 04/01/25 to 06/30/25

- A total of **2,626 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: 4.3 out of 5

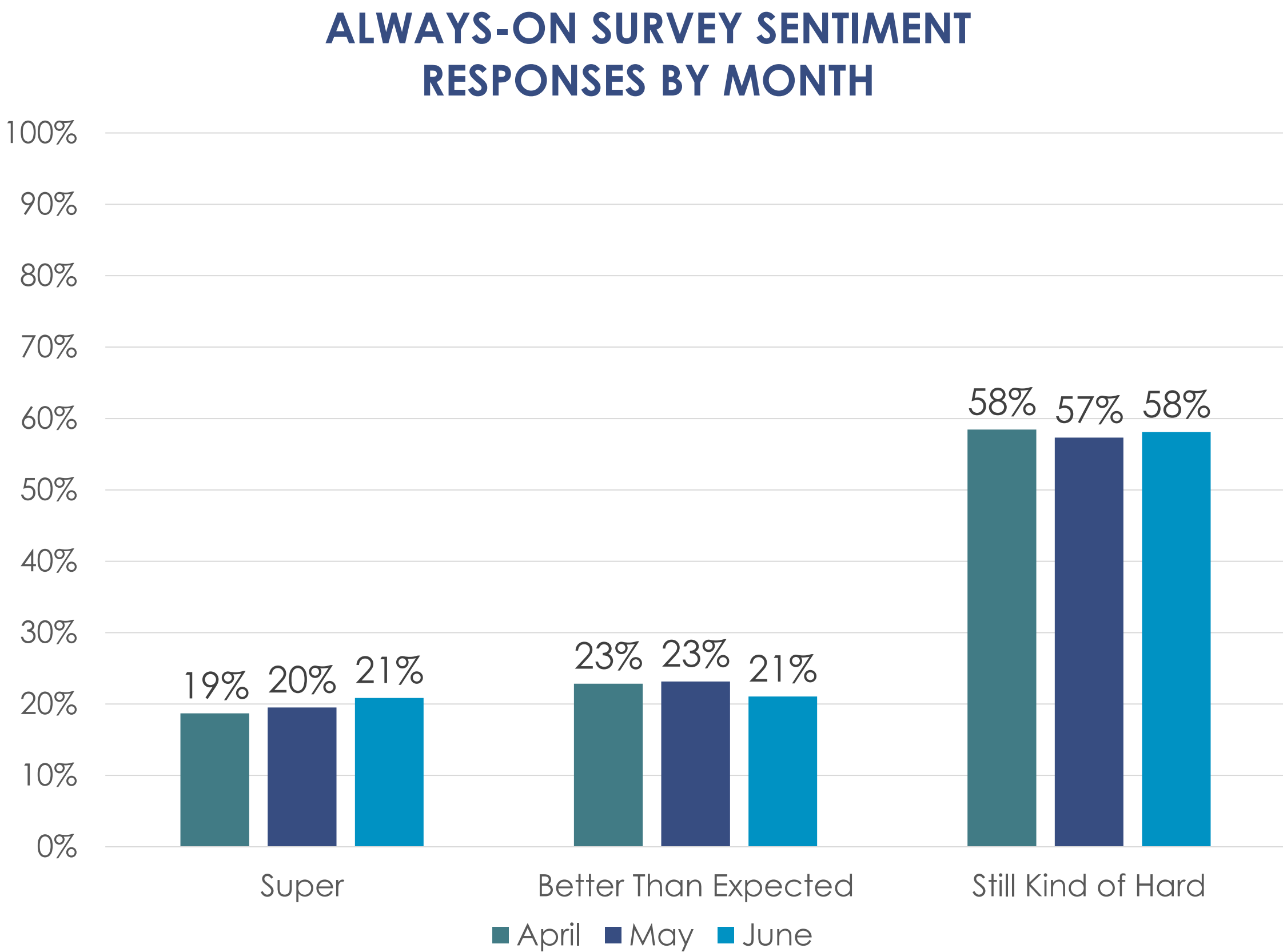
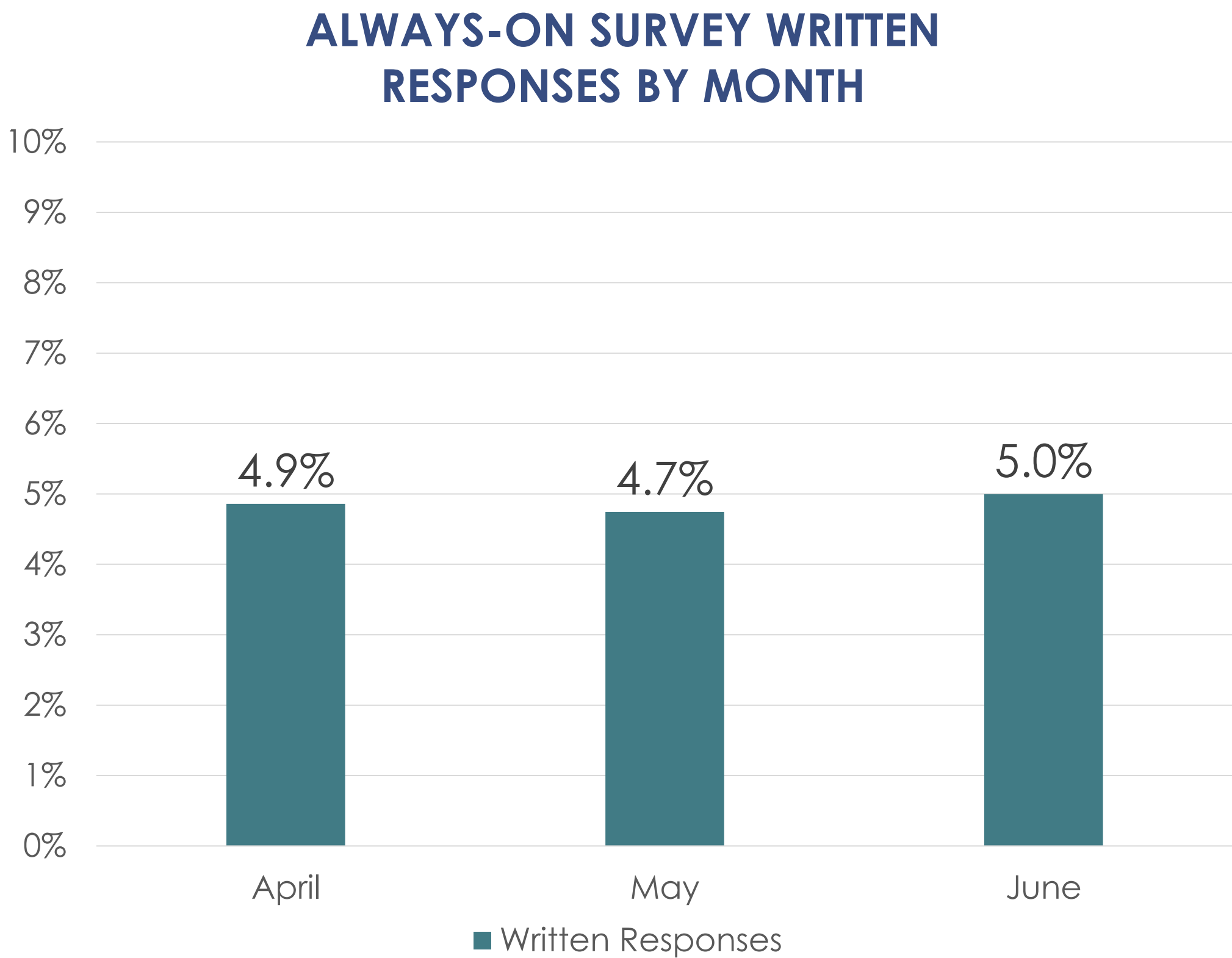
Responses to *Hard to Complete Parts of Account Creation* had the following distribution:



# Sentiment Check – Always-on Survey Responses

Data Range: 04/01/25 to 06/30/25

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

Data Range: 04/01/25 to 06/30/25

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

POSITIVE EXPERIENCES
<p><b>General –</b> Generic positive sentiments about liking BenefitsCal</p>
<p><b>User-Friendly –</b> Customers found the website user-friendly</p> <ul style="list-style-type: none"><li>• Clear instructions</li><li>• Easy to read</li></ul>
<p><b>Online Accessibility –</b> Customers appreciate the accessibility of online services</p>

# Always-on Survey

Data Range: 04/01/25 to 06/30/25

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

CONSTRUCTIVE EXPERIENCES	NEXT STEPS
<b>Login MFA</b> – <ul style="list-style-type: none"><li>MFA codes not accepted</li><li>Unable to submit codes</li></ul>	<ul style="list-style-type: none"><li>No significant trends identified; BenefitsCal Maintenance and Operations team will continue to monitor and try to identify patterns</li><li>We will continue to track this sentiment through different feedback channels</li></ul>
<b>Account Login</b> – Customers unable to log into account	Forwarded to BenefitsCal Maintenance and Operations team <ul style="list-style-type: none"><li>One enhancement released at the end of April 2025 regarding inactive users</li><li>Continued monitoring to track this issue</li></ul>
<b>EBT Transaction History</b> – Customers unable to view past EBT transactions	Enhancement released on 06/05; continued monitoring to track this issue



# Help Desk Support Metrics

# Help Desk Support Metrics

BenefitsCal ticket averages

- A total of 4,211 tickets were created by BenefitsCal Technical Help Desk for the period of 04/01/25 to 06/30/25.

General categories include:

CATEGORY	AVERAGE % (TOTAL TICKETS BETWEEN APRIL – JUNE 2025)
Login/Access	59%
Case Link	16%
Document Upload	9%
Apply	3%
View Case	2%
Renewals	4%
Dashboard	2%
Other (technical and miscellaneous)	5%

# Help Desk Support Metrics

## Help Desk Resolution Percentages

- Percentages are per calendar month.

RESOLUTION DESCRIPTION	APRIL 2025	MAY 2025	JUNE 2025
Total number of tickets	1,695	1,419	1,397
Resolved within same day – while customer on the line	82%	83%	76%
Resolved within same day – requiring technical support staff	3%	2%	3%
Resolved outside the initial same day submission – requiring additional time to troubleshoot and/or gather additional information*	13%	13%	19%

**Note:** Each month, 2 to 4% of total tickets remain unresolved, usually because of complex issues, pending reassignment, or delegated admin review. \*If not resolved same day, the call-back process takes up to three (3) business days before the ticket is resolved.

# 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.