

BenefitsCal Usage Metrics Report

Publish Date: October 2025



CalSAWS



Contents

Date Range: 07/01/25 to 09/30/25

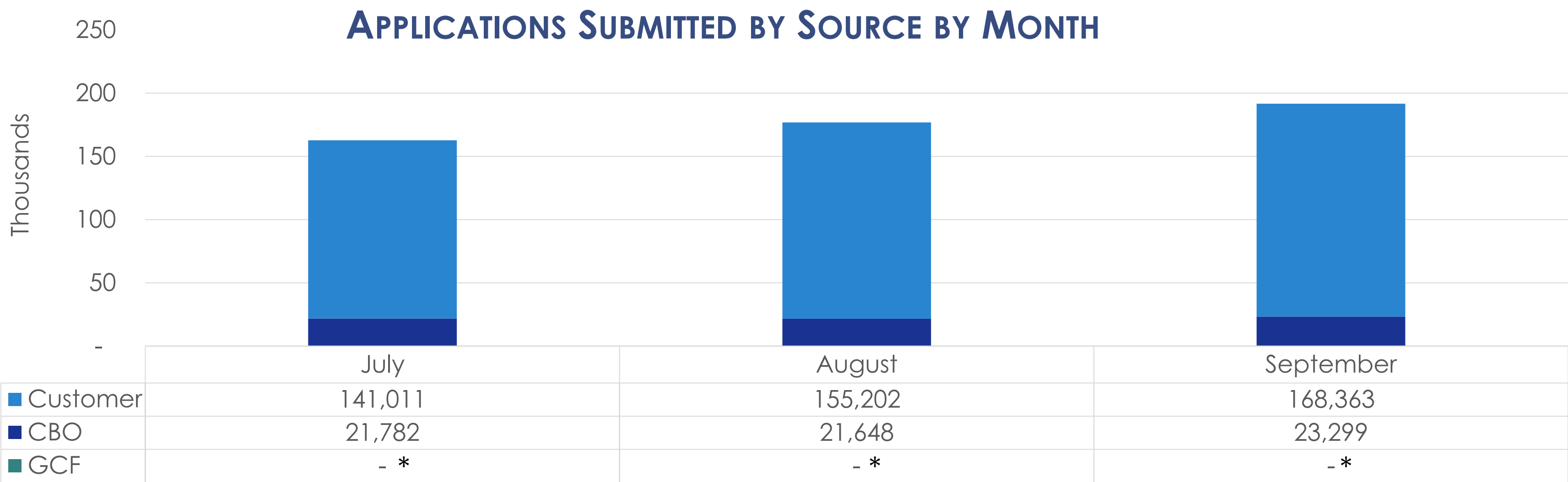
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Applications

Applications Submitted

Data Range: 07/01/25 to 09/30/25

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

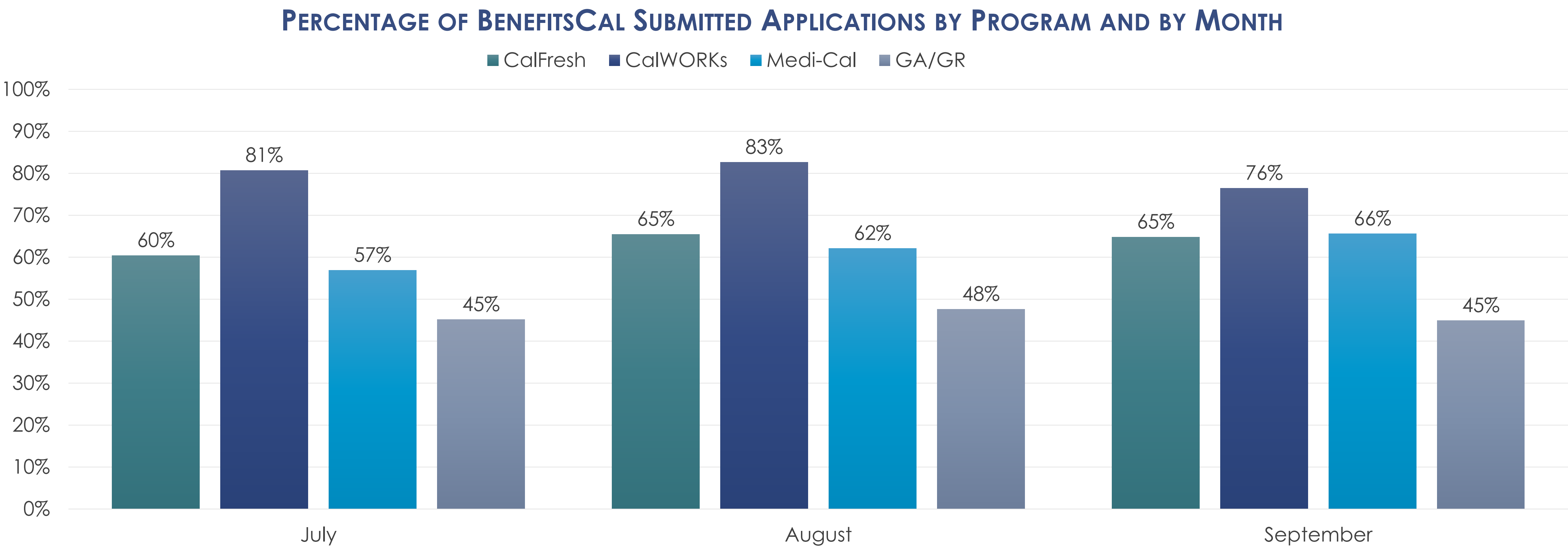
APPLICATIONS SUBMITTED					
	CalFresh Only	CalWORKs Only	Medi-Cal Only	GA/GR Only	More than 1 program
July	57,549	8,026	36,887	8,125	52,206
August	67,452	7,800	40,043	7,827	53,728
September	75,789	8,145	43,602	8,441	55,685

* **GCF was sunset on June 30th, 2025.**

Application Adoption Rate

Data Range: 07/01/25 to 09/30/25

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

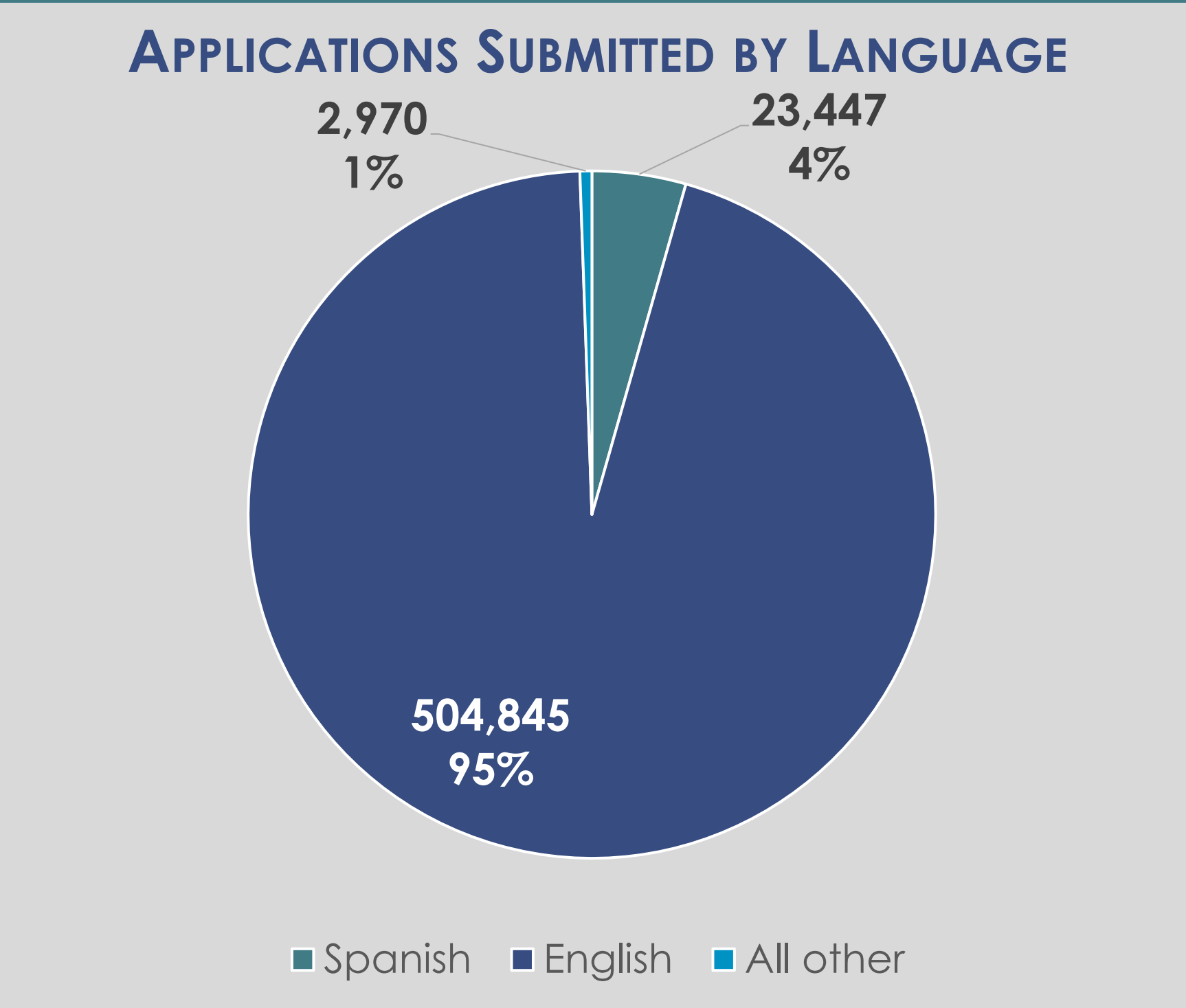


For example: 60% of the CalFresh applications received in CalSAWS across all channels during July 2025 came from BenefitsCal.

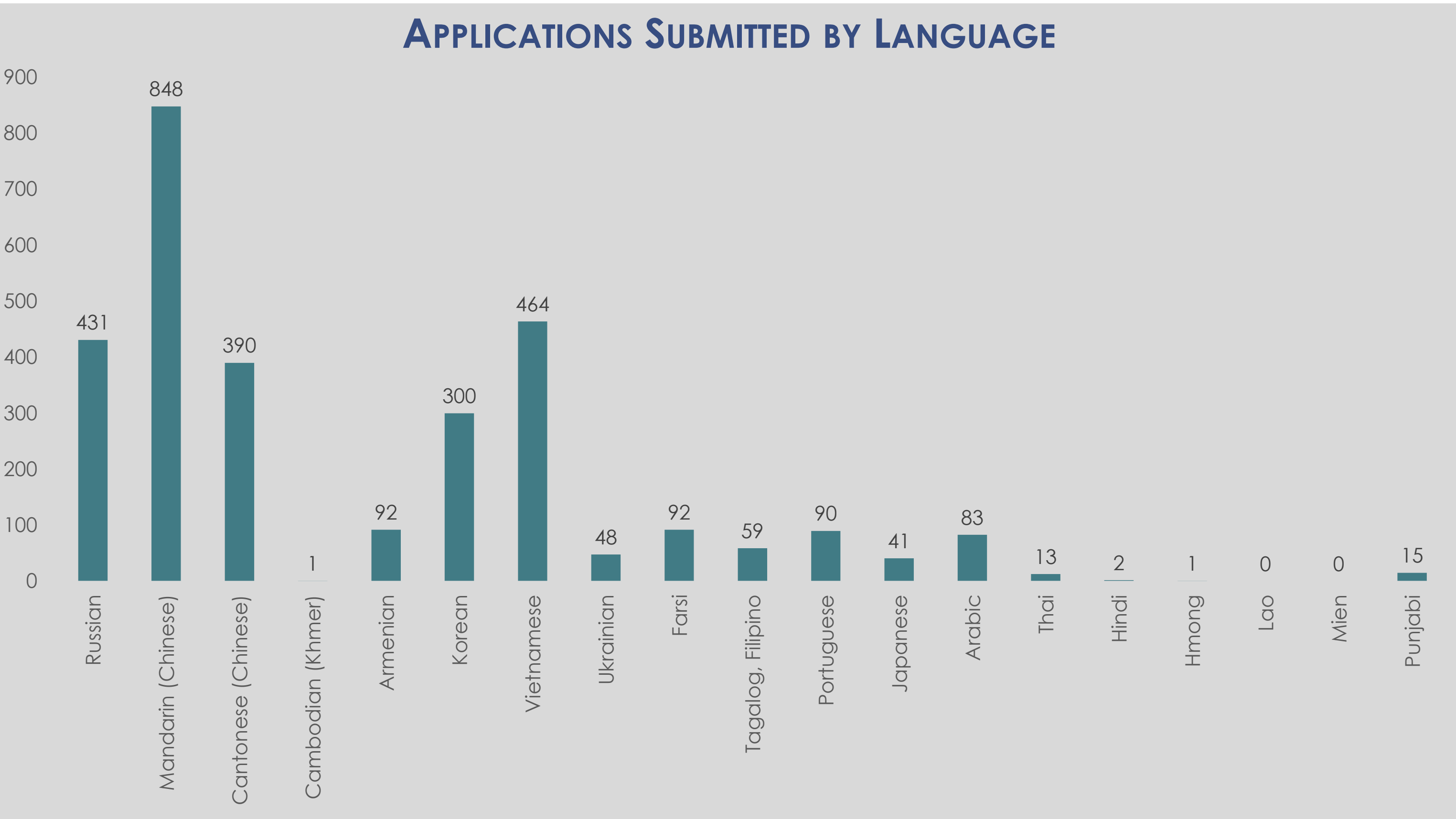
Submitted Applications by Language

Data Range: 07/01/25 to 09/30/25

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



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



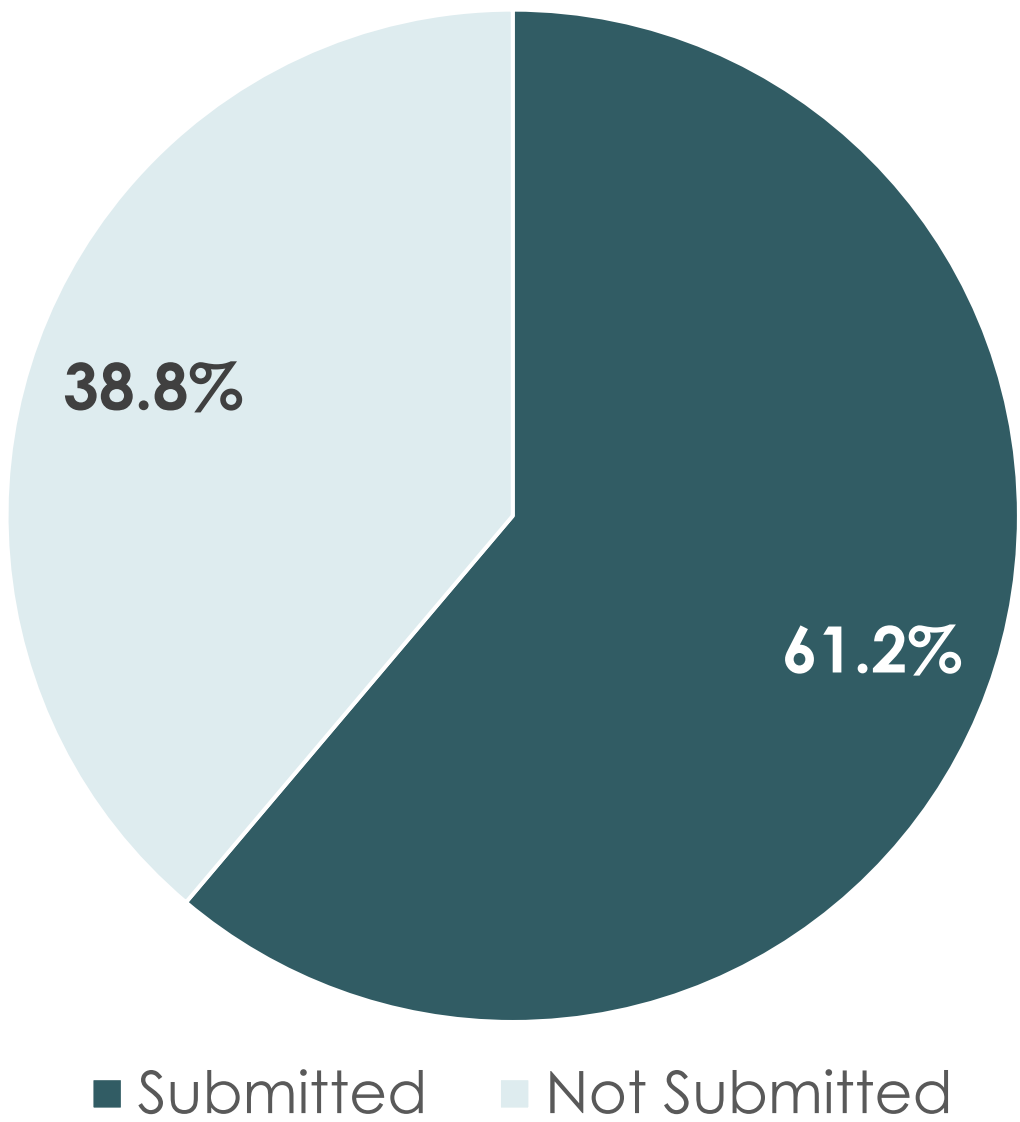
Note: The data visualized on these chart is based on the language selected when completing the application. Customers can identify written and spoken language on the BenefitsCal application which is not a part of this data set.

Applications Started and Not Submitted - Customer

Data Range: 07/01/25 to 09/30/25

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
(JULY – SEPTEMBER)



TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	66.6%
CalWORKs Only	56.1%
Medi-Cal Only	66.1%
GA/GR Only	75.4%
More than one program	55.2%

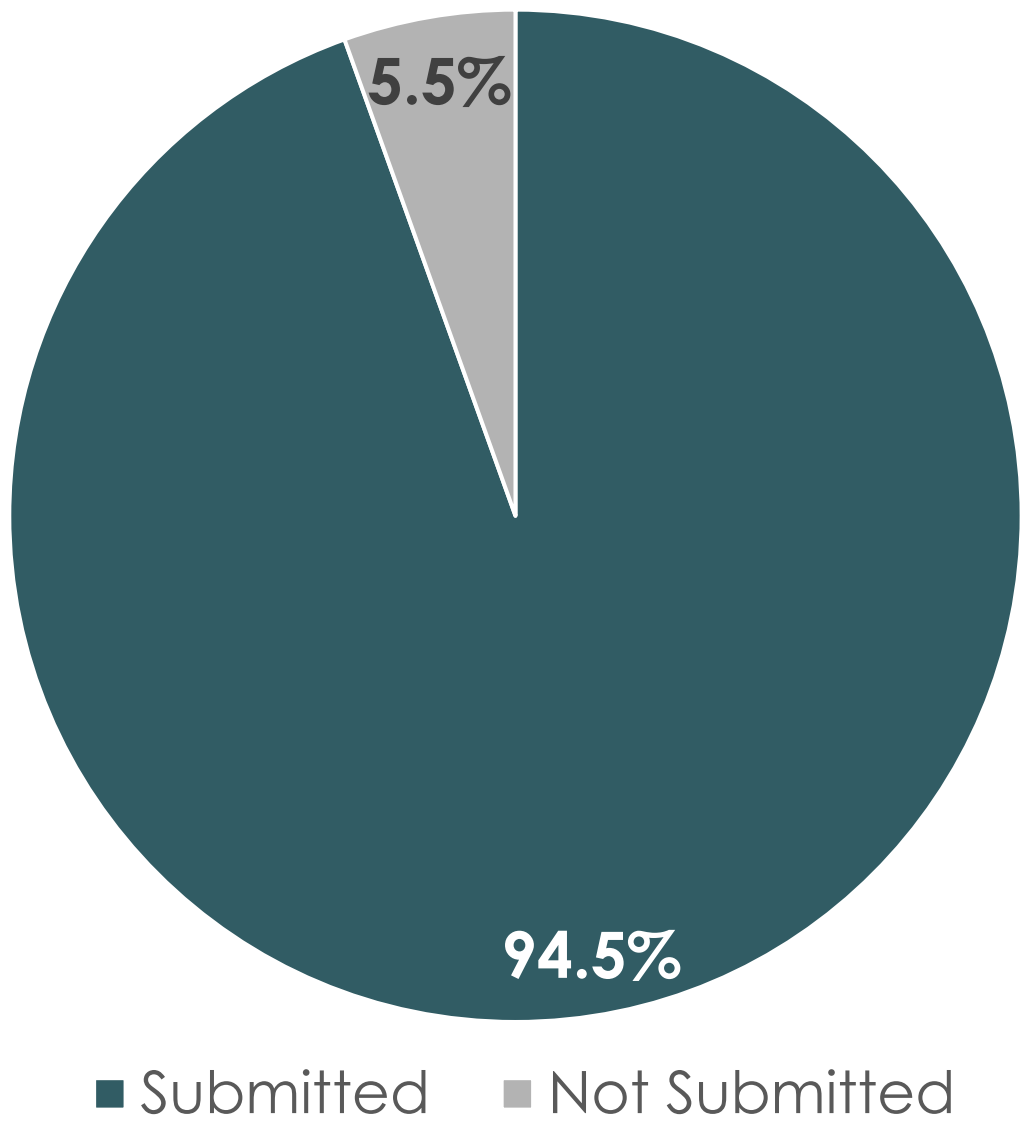
** **Why (7) days as a baseline?** BenefitsCal Application data monitoring reflects majority of the apps (>60%) get submitted within (7) days from initiation. Hence, seven (7) days is taken as a baseline for data reporting. App submission only increases by ~2.7% between 8 and 30 days.*

Applications Started and Not Submitted - CBO

Data Range: 07/01/25 to 09/30/25

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
(JULY – SEPTEMBER)



TYPE OF APPLICATION	SUBMISSION RATE
CalFresh Only	94.2%
CalWORKs Only	93.3%
Medi-Cal Only	96.7%
GA/GR Only	92.6%
More than one program	95.4%

** **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. Application submission only increases by ~2.7% between 8 and 30 days.*

New Application Completion and Page Exit Rate

All Applicants (Logged In & Anonymous) | Completed within 7 Days | Q3 (Jul - Sept 2025)

In Q3, 2025

658k

customers **started** new BenefitsCal applications.

369k or **56%**

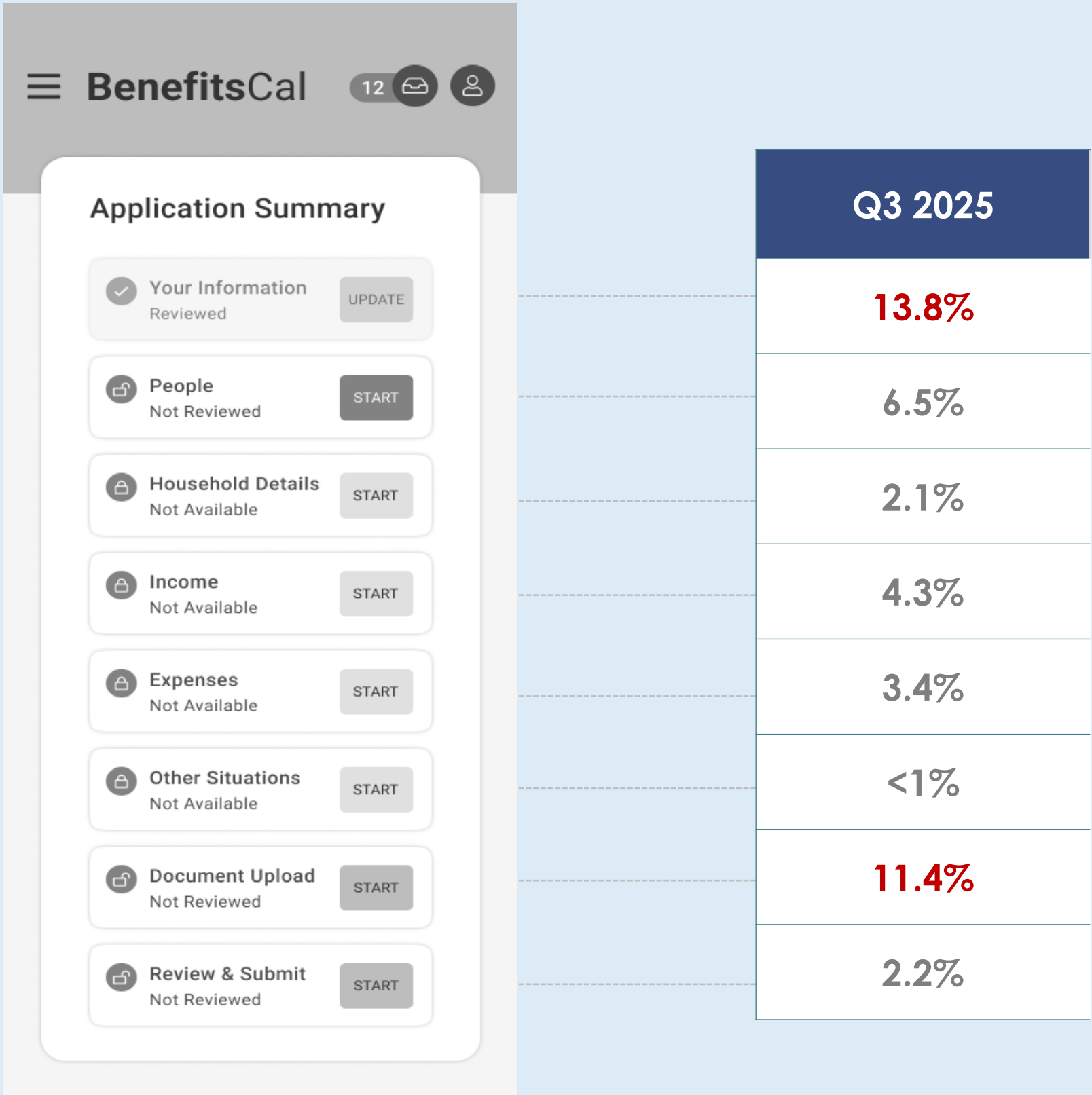
of these applications were **completed**.

While,

44%

of all new BenefitsCal customer applications result in drop-offs.

Where in the BenefitsCal application do customers drop off?



Most page exits occur in the **Your Information** section and **Document Upload** section.

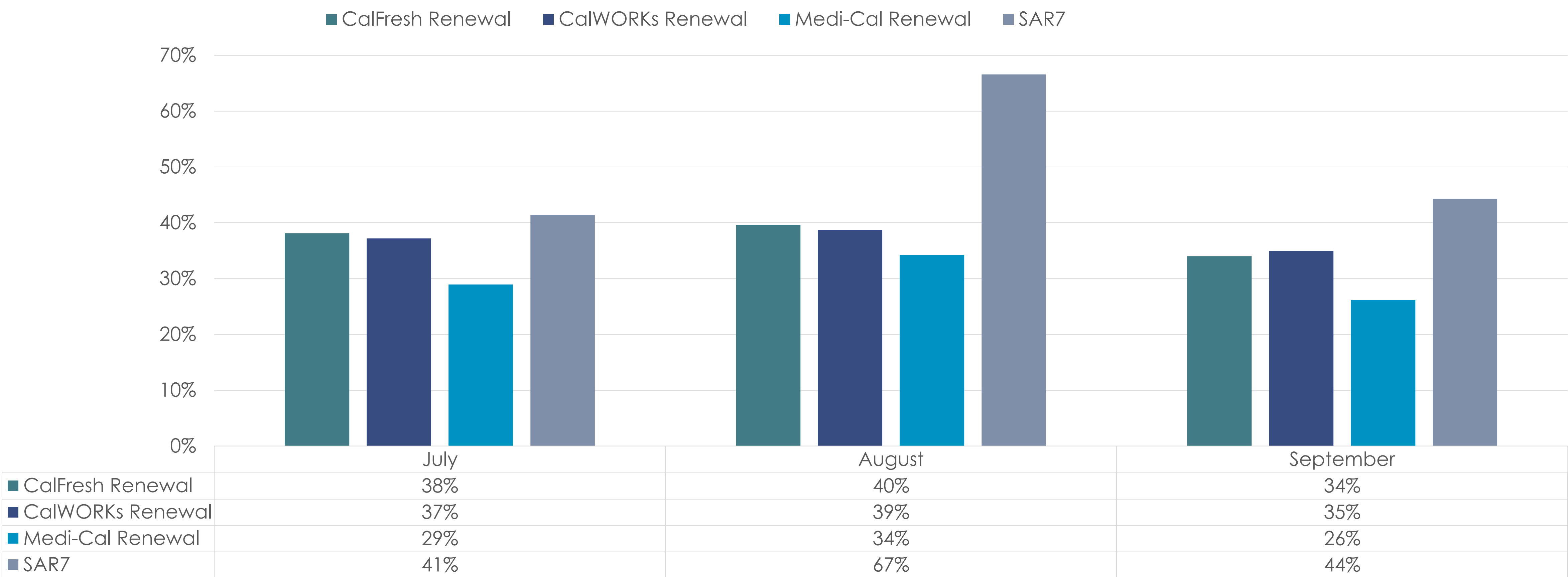
Periodic and Annual Reports

Periodic and Annual Reports Adoption Trends

Data Range: 07/01/25 to 09/30/25

The following chart is a three-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 44% of the total SAR 7 in CalSAWS during the period of September2025. Also, BenefitsCal does not provide separate tracking for Medi-Cal Renewals submitted through CalHEERS.*

Customer Feedback

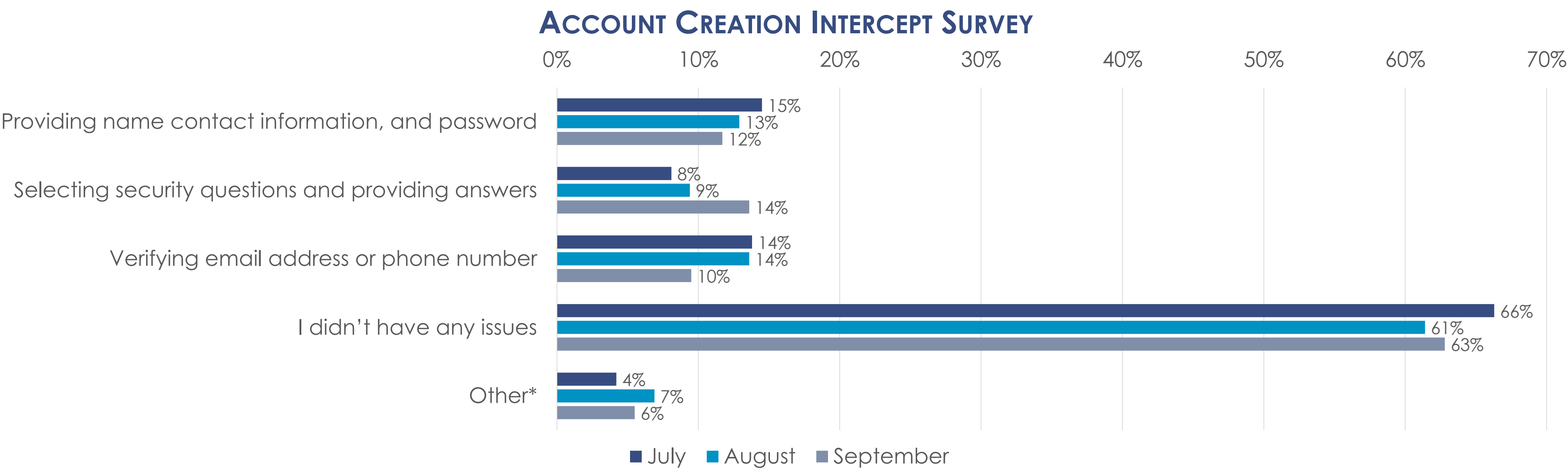
Account Creation Intercept Survey

Data Range: 07/01/25 to 09/30/25

A total of **3,413 customers completed the intercept survey** for the reporting period from July to September. 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:

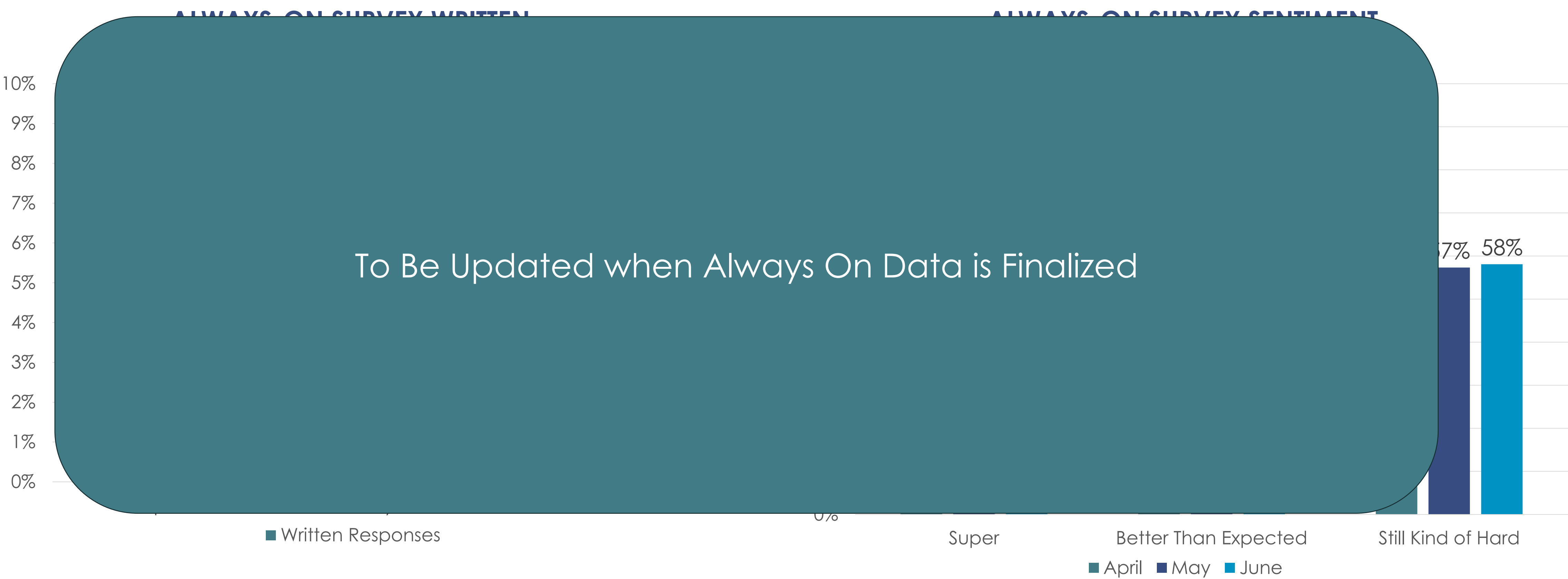


*The most common "Other" difficulties reported were issues with submitting verification codes for two-factor authentication and problems logging in after account creation, requiring customers to create new accounts.

Sentiment Check – Always-on Survey Responses

Data Range: 07/01/25 to 09/30/25

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

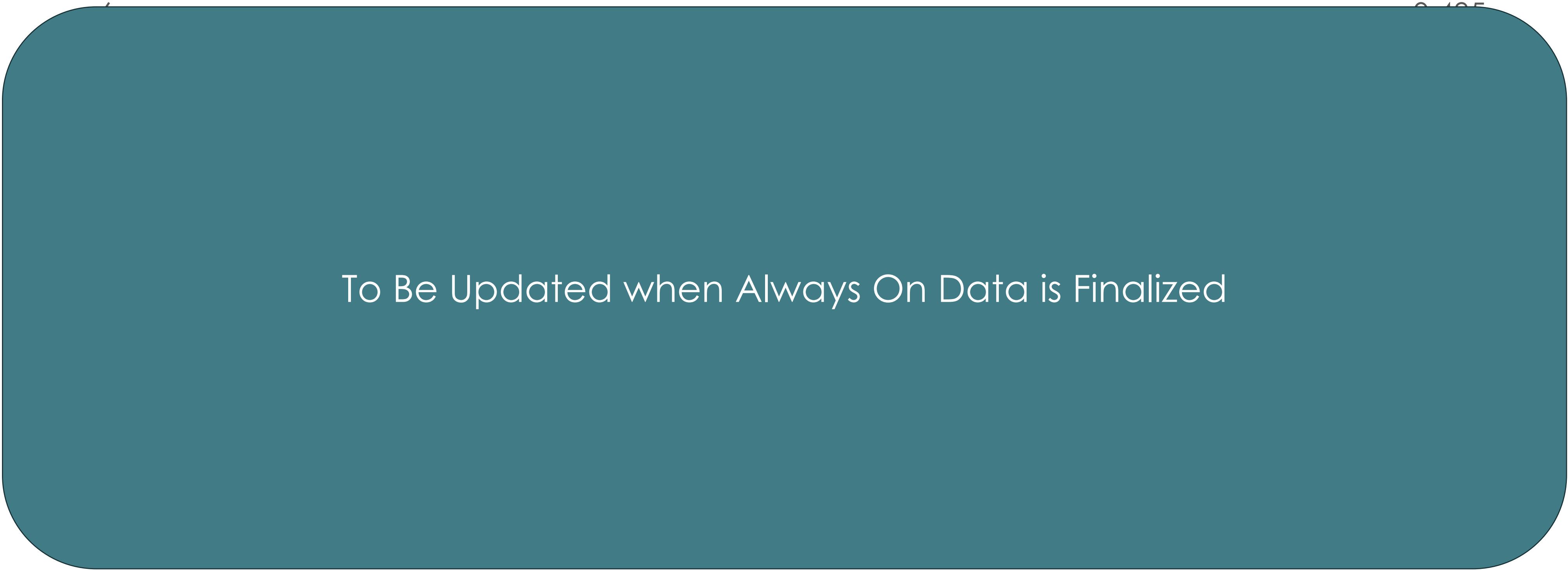


Sentiment Check – Always-on Survey Responses

Data Range: 06/01/25 to 09/30/25

The following chart is a four-month trend of sentiment check response rate for the BenefitsCal Always-on Survey.

ALWAYS-ON SURVEY SENTIMENT & WRITTEN RESPONSES BY MONTH



■ Written Responses — Super — Better Than Expected — Still Kind of Hard

Always-on Survey

Data Range: 06/01/25 to 09/30/25

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

POSITIVE EXPERIENCES

General –

Generic positive sentiments about liking BenefitsCal

User-Fr

Custom

- Clear
- Easy

Online

Custom

To Be Updated when Always On Data is Finalized

Always-on Survey

Data Range: 06/01/25 to 09/30/25

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

CONSTRUCTIVE EXPERIENCES	NEXT STEPS
Login MFA – Customers had trouble submitting MFA codes	• No significant trends identified • We will continue to track this sentiment through various
Account resetting	ns team
EBT Tran transac	

To Be Updated when Always On Data is Finalized

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

Help Desk Support Metrics

Help Desk Support Metrics

BenefitsCal Ticket Averages

- A total of 4,338 tickets were created by BenefitsCal Technical Help Desk for the period of 07/01/25 to 09/30/25.

General categories include:

CATEGORY	AVERAGE % (TOTAL TICKETS BETWEEN JULY – SEPTEMBER 2025)
Login/Access	59%
Case Link	18%
Document Upload	9%
Apply	3%
View Case	3%
Renewals	3%
Dashboard	1%
Other (technical and miscellaneous)	4%

Help Desk Support Metrics

Help Desk Resolution Percentages

- Percentages are per calendar month.

RESOLUTION DESCRIPTION	JULY 2025	AUGUST 2025	SEPTEMBER 2025
Total number of tickets	1,482	1,418	1,438
Resolved within same day – while customer on the line	81%	78%	82%
Resolved within same day – requiring technical support staff	4%	4%	5%
Resolved outside the initial same day submission – requiring additional time to troubleshoot and/or gather additional information*	14%	15%	11%

Note: Each month, approximately 1-3% 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
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.