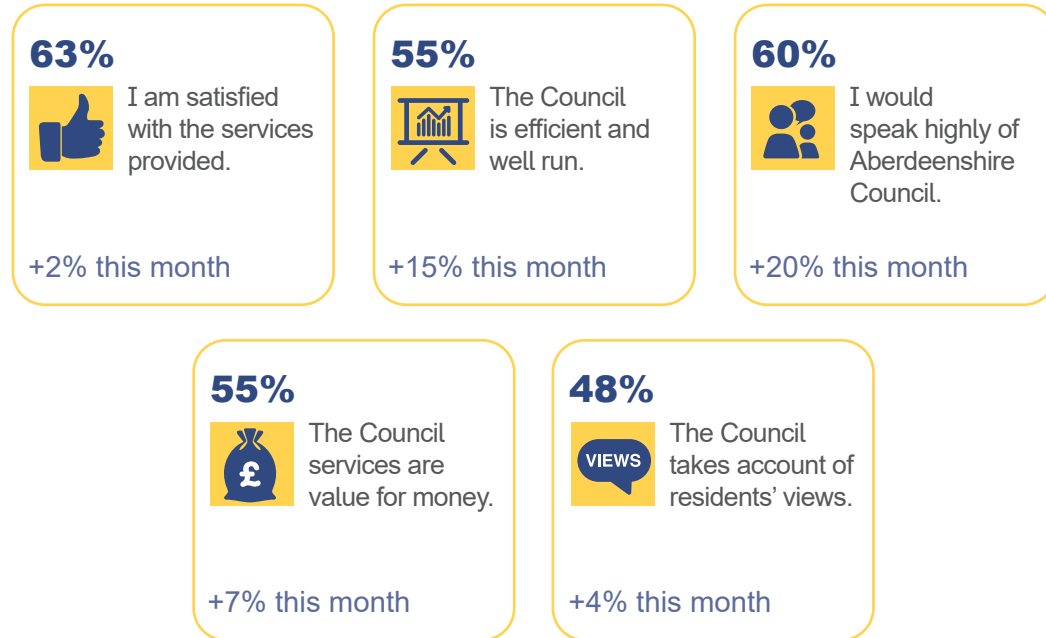


Aberdeenshire Council Reputation Tracker Aug 2024

Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

Reputation:

Percentage of respondents agreeing with the following statements



Vehicle Users:



Satisfaction key services:



Contacting the Council:

Methods used	YES	NO	NOT SURE
Through the council's website	61%	37%	2%
By telephone	57%	40%	3%
By visiting one of the Council's service points across Aberdeenshire	27%	68%	5%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	70%	27%	3%
By telephone	75%	21%	3%
By visiting one of the Council's service points across Aberdeenshire	39%	55%	6%





Rating of Methods of Contact Used:





Experience of using Council Website	81%	+1% this month
Experience of contacting Council by Telephone	78%	+4% this month
Experience of visiting Council Service Point	89%	-6% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	14%	+4% this month
Delivered face-to-face unless it is not practical to do so	17%	+10% this month
Delivered both remotely and face-to-face	68%	-14% this month

Customer Care:

August	
Telephone Calls	
Answered Call Volumes	8,033
Queries/Cases	
Total Queries	8,219
Queries solved at first point of contact	7,233
% of Queries solved at first point of contact (75% target)	88%
Email	
Email Queries	2,350
% of email Queries solved at first point of contact	97%
Webchat Queries	1,993
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	3,756
% of Queries in person solved at first point of contact	97%

June	
Telephone Calls	
Answered Call Volumes	9,462
Queries/Cases	
Total Queries	9,679
Queries solved at first point of contact	8,518
% of Queries solved at first point of contact (75% target)	88%
Email	
Email Queries	2,504
% of email Queries solved at first point of contact	98%
Webchat Queries	2,223
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	3,836
% of Queries in person solved at first point of contact	98%

July	
Telephone Calls	
Answered Call Volumes	8,935
Queries/Cases	
Total Queries	9,113
Queries solved at first point of contact	8,032
% of Queries solved at first point of contact (75% target)	88%
Email	
Email Queries	2,105
% of email Queries solved at first point of contact	97%
Webchat Queries	1,931
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	3,483
% of Queries in person solved at first point of contact	98%

Customer Care: Social Media



FACEBOOK in August

- **45,458** Total number of **Followers**

Top Posts:

1st: PEOPLE REACHED **47,886** ENGAGEMENT **4,916**

Aberdeenshire's Doors Open Days Festival is back for 2024 - visit <https://www.doorsopendays.org.uk> to view the full range of those taking part. The festival is an annual event celebrating the wealth of architecture, culture and heritage across Aberdeenshire. Participating venues and their volunteers offer free access to sites and events across Scotland. The festival aims to ensure that Scotland's built, and cultural heritage is made accessible to everyone living in and visiting the country.

2nd: PEOPLE REACHED **35,650** ENGAGEMENT **2,224**

We are seeking the views of individuals and organisations to update our Passenger Transport Strategy. The updated Passenger Transport Strategy will apply from 2025 to 2035. It will set out the objectives for Aberdeenshire passenger transport services such as fixed-route local-bus services, community transport and demand-responsive transport schemes, council school transport, and social work transport services. The survey takes around 15 minutes to complete.

3rd: PEOPLE REACHED **34,979** ENGAGEMENT **1,578**

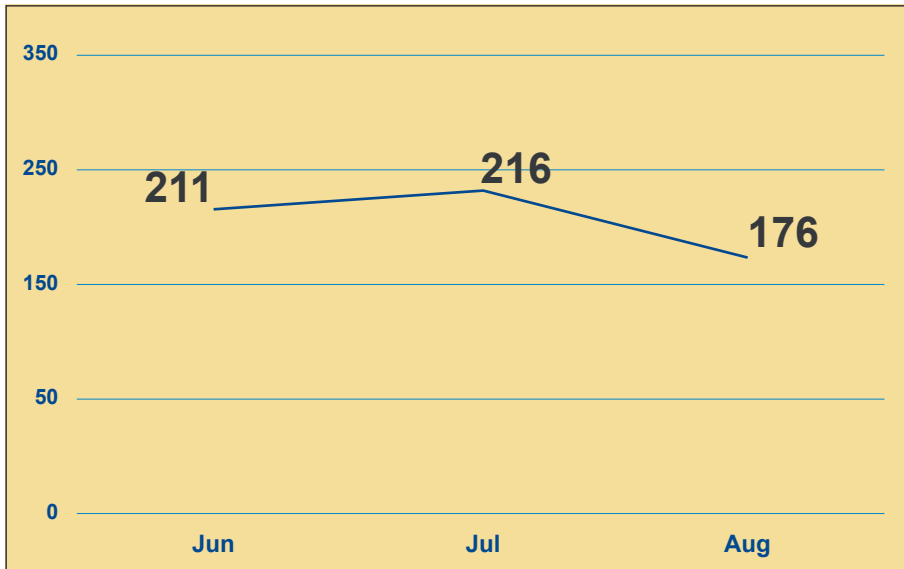
Road users are advised that owing to A&A Civils reinstating street lights on our behalf, the A92 slip roads to Badentoy, Portlethen will be closed for 15 days from Monday, August 26. Due to the requirement that a diversion must divert to roads that are the same class as the one that is closed, the formal detour is via Badentoy Flyover – Muirend Road – Cookston Road – A92 Off-Slip – A92 – North of Portlethen Slip Road – Underpass – A92 – Badentoy Slip Road.



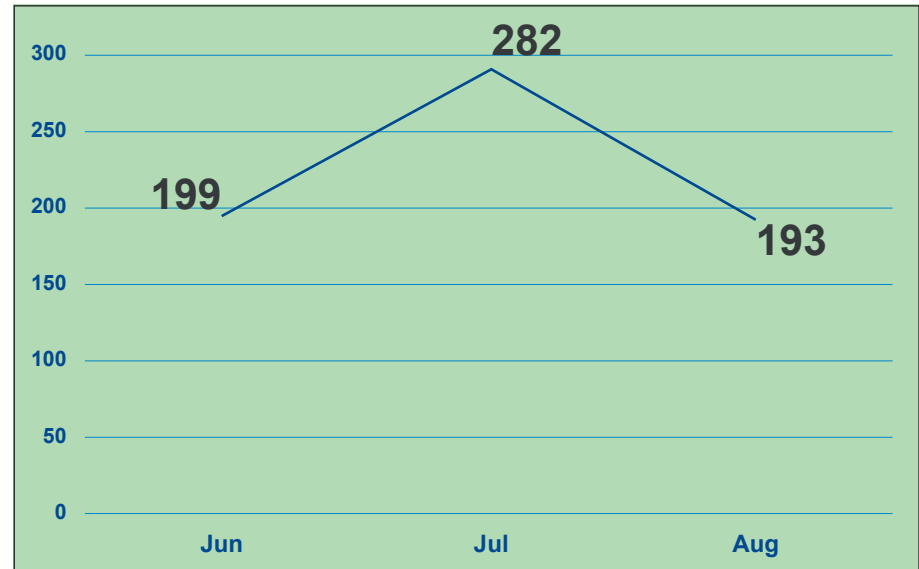
TWITTER in August

- **38,571** Total number of **Followers**
- **-54 Followers**
- **33 Tweets**

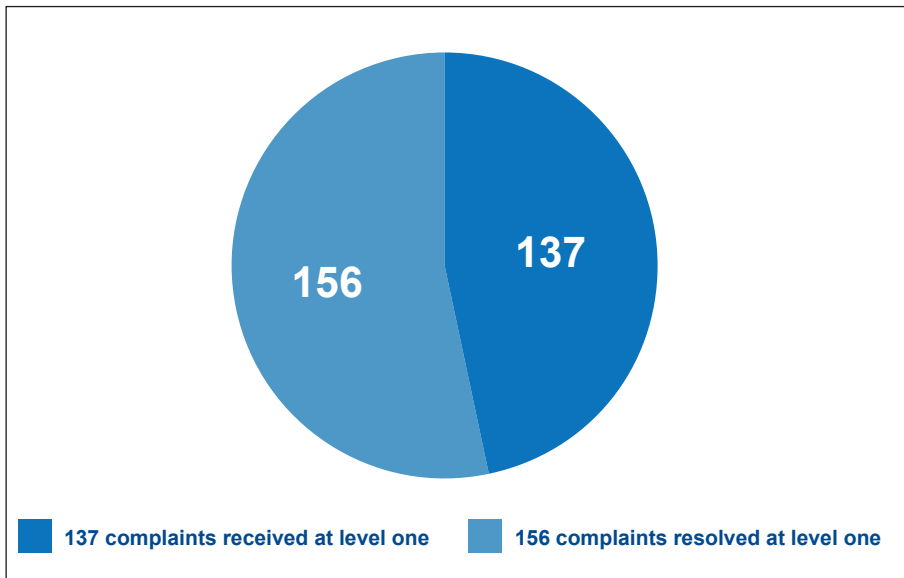
211 Complaints Received in August



199 Complaints Closed in August



Frontline Complaints



Investigation Complaints

