

Aberdeenshire Council Reputation Tracker APRIL 2021



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

80%



I am satisfied with the services provided.

- 7% this month

72%



The Council is efficient and well run.

- 5% this month

79%



I would speak highly of Aberdeenshire Council.

Same as last month

67%



The Council services are value for money.

+2% this month

72%



The Council takes account of residents' views.

+7% this month

89%



Aberdeenshire Council is doing a good job overall in its response to the Covid-19 pandemic.

- 8% this month

Views on communication:

Percentage of respondents agreeing with the following statements

- | | |
|--|-----------------|
| 85% Feel well supported by the Council during the Covid-19 pandemic. | - 5% this month |
| 97% Know where to access any services that they need during the Covid-19 pandemic. | + 2% this month |
| 93% Have good awareness of the adjustments made to the Council Services in response to the Covid-19 pandemic. | - 3% this month |
| 87% Know where to go to get information about Council Services during the Covid-19 pandemic. | - 7% this month |

Satisfaction key services:

Parks & open spaces



81%

- 4% this month

Provision of appropriate housing



68%

- 8% this month

Refuse collection



74%

- 11% this month

Satisfaction with local roads



28%

- 6% this month

Satisfaction with services which are currently operating differently due to the Covid 19 pandemic:

Quality of customer services



76%

- 5% this month

Teaching & learning for school pupils



77%

- 3% this month

Social work services



77%

- 18% this month

Social care services



76%

- 5% this month

Library services



74%

New indicator

Museums and visitor attractions



88%

New indicator



Sports and physical activities







71%

New indicator

Customer Care:

April	
	
Telephone Calls	
Calls Queued to Customer Services	15,872
Answered Call Volumes	12,643
?	
Queries/Cases	
Total Queries	12,594
Queries solved at first point of contact	11,461
% of Queries solved at first point of contact (75% target)	91%
	
Email	
Email Queries	1,855
% of email Queries solved at first point of contact	99%
Webchat Queries	2,108
% of Webchat Queries solved at first point of contact	94%

March	
	
Telephone Calls	
Calls Queued to Customer Services	17,339
Answered Call Volumes	15,290
?	
Queries/Cases	
Total Queries	15,282
Queries solved at first point of contact	14,024
% of Queries solved at first point of contact (75% target)	91.8%
	
Email	
Email Queries	2,197
% of email Queries solved at first point of contact	100%
Webchat Queries	2,356
% of Webchat Queries solved at first point of contact	94.18%

February	
	
Telephone Calls	
Calls Queued to Customer Services	13,857
Answered Call Volumes	12,201
?	
Queries/Cases	
Total Queries	12,247
Queries solved at first point of contact	11,090
% of Queries solved at first point of contact (75% target)	90.55%
	
Email	
Email Queries	2,050
% of email Queries solved at first point of contact	100%
Webchat Queries	2,359
% of Webchat Queries solved at first point of contact	94.90%

Customer Care: Social Media



Top Posts: **FACEBOOK**

1st: PEOPLE REACHED 105,341

The iconic Cambus O' May suspension bridge which was severely damaged by floods during Storm Frank at the end of 2015 has reopened following major repair works.

Forming part of the Cairngorms National Park's core path network, the Edwardian structure over the River Dee has always been a popular spot for locals and visitors as it crosses the river at such an eye-catching spot.

Ballater Royal Deeside undertook a major fundraising drive to support the project, with the remaining funds coming from the Scottish Government.

More here: <https://online.aberdeenshire.gov.uk/apps/news/release.aspx...>

2nd: PEOPLE REACHED 32,391

With travel restrictions lifting in Scotland tomorrow (Friday), we know many of you will be looking forward to getting outdoors and exploring the beautiful Aberdeenshire.

We understand that people will want to enjoy their new freedom, but we urge the public to act responsibly when gathering outside or visiting beauty spots – not only for the safety of yourselves and others, but also for our beautiful countryside and coastline... (continued)

3rd: PEOPLE REACHED 32,170

With the Stay at Home message becoming Stay Local from tomorrow (Friday), we know many of you will be keen to get outdoors and enjoy a bit more freedom than you've had in recent months.

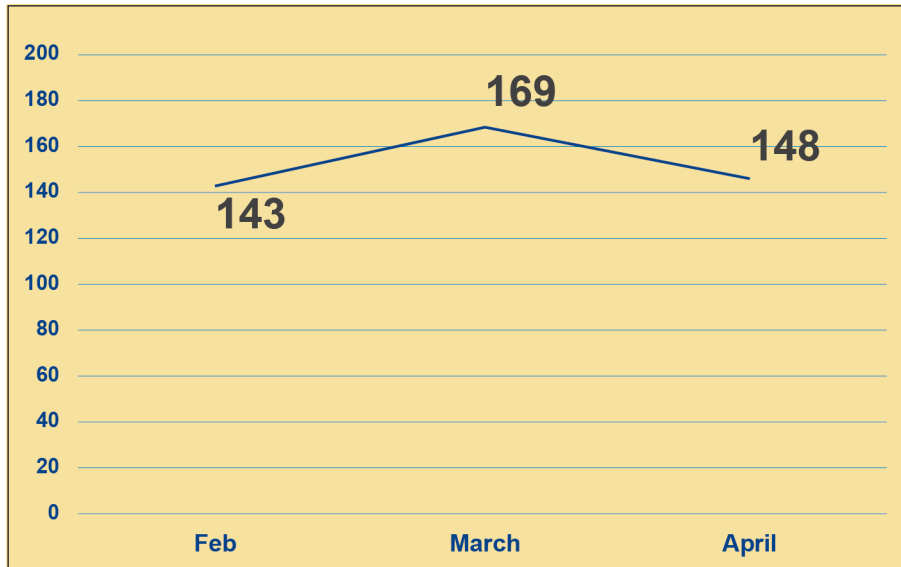
But with that freedom comes a huge amount of personal responsibility - not only for the safety of both yourself and others - but also for our beautiful countryside and coastline... (continued).



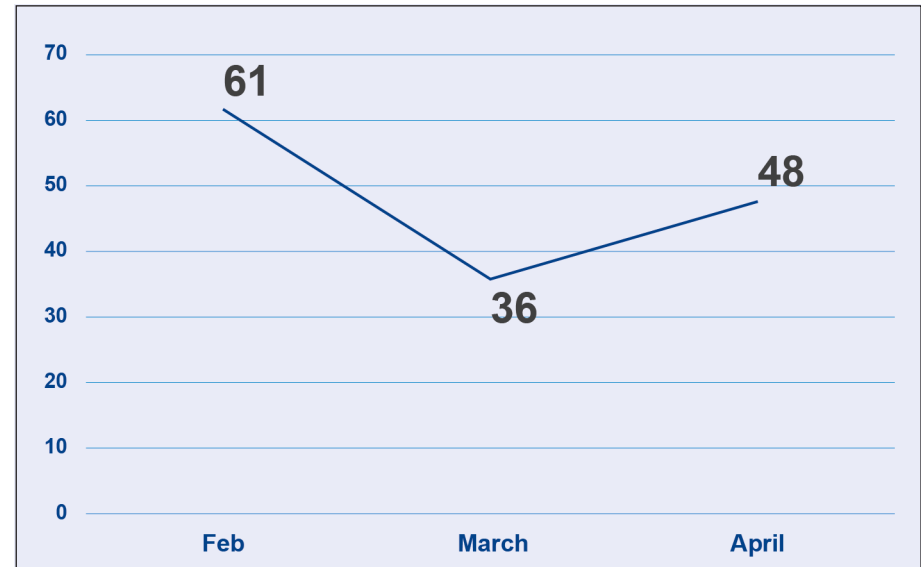
TWITTER in **FEBRUARY**

- **217.9K Impressions** on **58 TWEETS & 222 RETWEETS**
- **16** new **FOLLOWERS**
- **591** mentions
- **6,258** profile visits

148 Complaints Received in April



48 Compliments Received in April



184 Complaints Resolved

