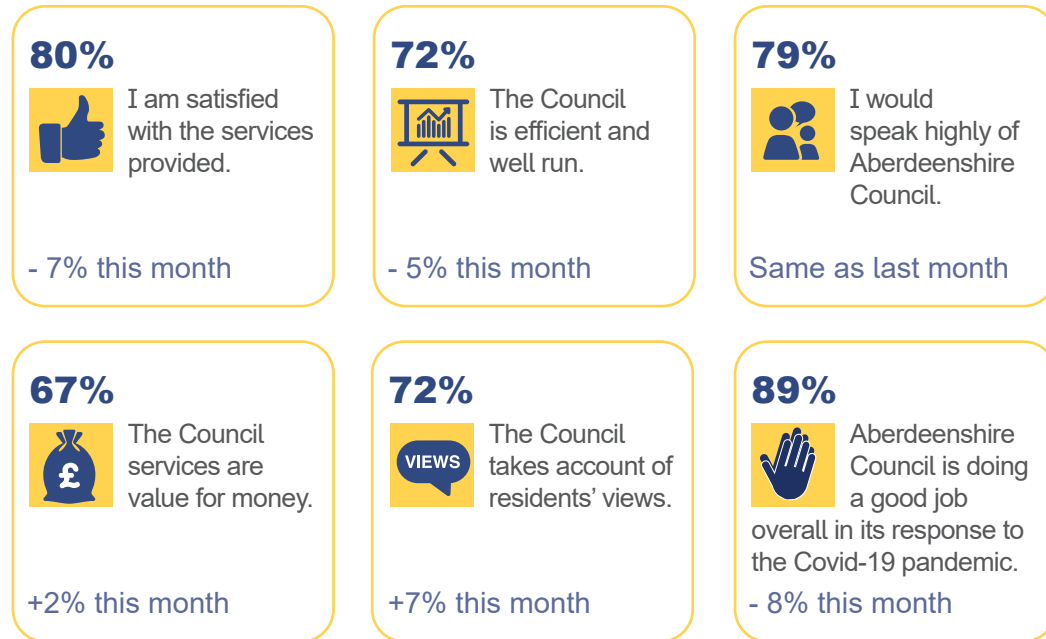


Aberdeenshire Council Reputation Tracker APRIL 2021

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

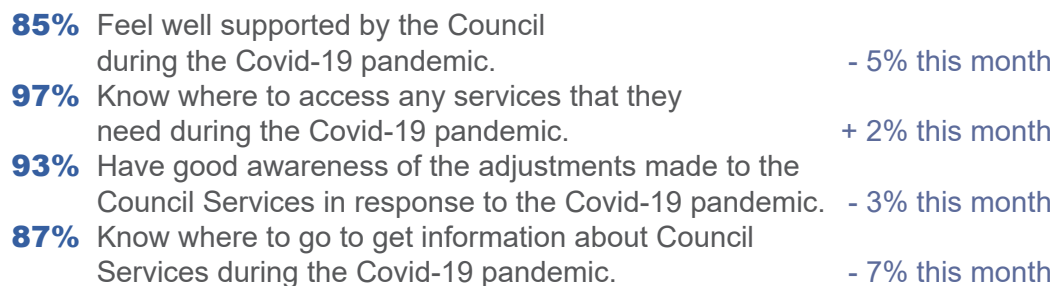
Reputation:

Percentage of respondents agreeing with the following statements



Views on communication:

Percentage of respondents agreeing with the following statements



Satisfaction key services:

Parks & open spaces



Refuse collection



Provision of appropriate housing



Satisfaction with local roads



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

Quality of customer services



Social work services



Library services



Sports and physical activities



Teaching & learning for school pupils






Social care services









Museums and visitor attractions



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.

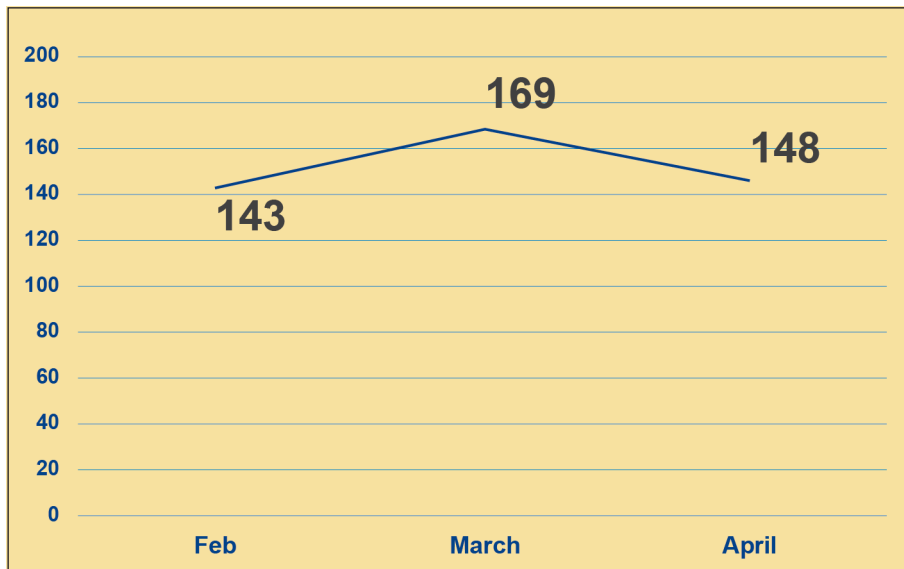
But with that freedom comes a huge amount of personal responsibility - not only for the safety of both yourself and others - but also for our beautiful countryside and coastline... (continued).



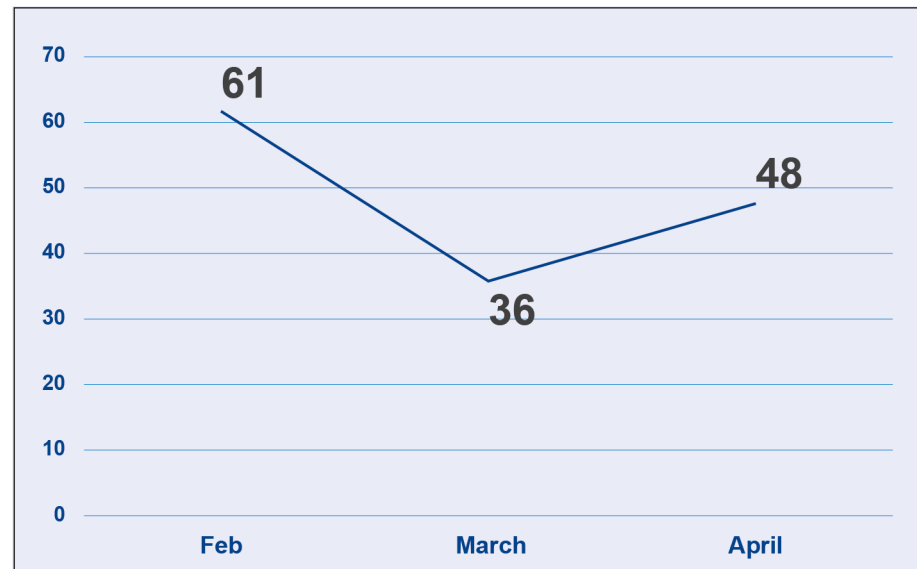
TWITTER in **FEBRUARY**

- **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

