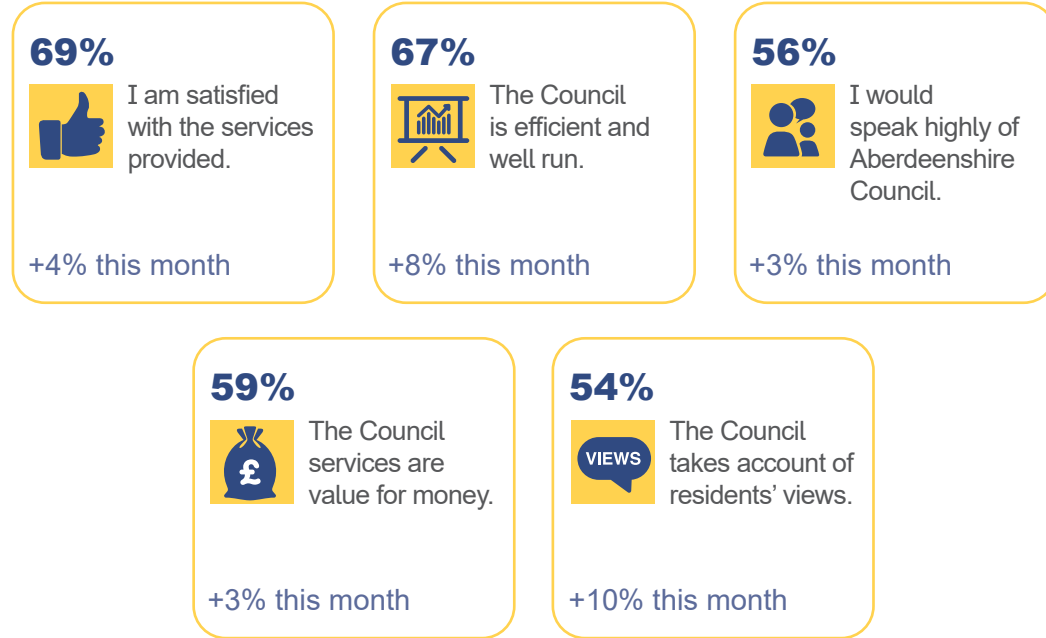


Aberdeenshire Council Reputation Tracker Feb 2024

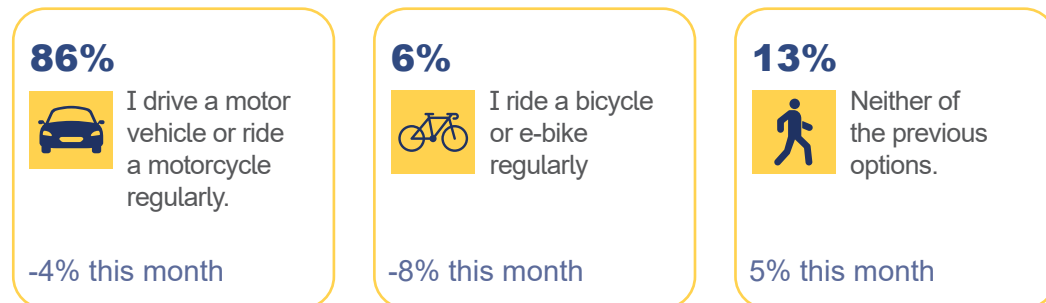
Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

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	62%	36%	1%
By telephone	71%	25%	5%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	24%	58%	18%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	70%	28%	2%
By telephone	71%	21%	8%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	22%	54%	25%





Rating of Methods of Contact Used:





Experience of using Council Website	86%	-2% this month
Experience of contacting Council by Telephone	76%	-7% this month
Experience of visiting Council Service Point	91%	-3% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	32%	+12% this month
Delivered face-to-face unless it is not practical to do so	13%	+3% this month
Delivered both remotely and face-to-face	55%	-15% this month

Customer Care:

February	
Telephone Calls	
Answered Call Volumes	8,507
Queries/Cases	
Total Queries	8,808
Queries solved at first point of contact	7,927
% of Queries solved at first point of contact (75% target)	90%
Email	
Email Queries	4,119
% of email Queries solved at first point of contact	98%
Webchat Queries	1,772
% of Webchat Queries solved at first point of contact	100%
Personal Visits	
Queries in person	5,774
% of Queries in person solved at first point of contact	97%

January	
Telephone Calls	
Answered Call Volumes	9,079
Queries/Cases	
Total Queries	9,359
Queries solved at first point of contact	8,517
% of Queries solved at first point of contact (75% target)	91%
Email	
Email Queries	4,026
% of email Queries solved at first point of contact	98%
Webchat Queries	3,060
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	5,656
% of Queries in person solved at first point of contact	98%

December	
Telephone Calls	
Answered Call Volumes	6,484
Queries/Cases	
Total Queries	7,116
Queries solved at first point of contact	6,547
% of Queries solved at first point of contact (75% target)	92%
Email	
Email Queries	3,248
% of email Queries solved at first point of contact	98%
Webchat Queries	2,111
% of Webchat Queries solved at first point of contact	100%
Personal Visits	
Queries in person	4,859
% of Queries in person solved at first point of contact	98%

Customer Care: Social Media



FACEBOOK in **FEBRUARY**

- **43,741** Total number of **Followers**
- **234 new Followers**

Top Posts:

1st: PEOPLE REACHED **74,744** ENGAGEMENT **2,969**

A cold night is forecast with the possibility of some snow showers across the whole of Aberdeenshire. All 32 primary routes will be treated tonight and again in the morning, but please remember to drive safely and to the conditions.

2nd: PEOPLE REACHED **31,231** ENGAGEMENT **3,378**

We currently have two homes for sale at Cormack Park, Rothienorman, under our shared equity programme. There's a four bed semi-detached home for sale at £165,000, and a two bed semi for £125,000. Both properties have a driveway and private garden, and have liquefied petroleum gas (LPG) heating.

3rd: PEOPLE REACHED **30,900** ENGAGEMENT **3,543**

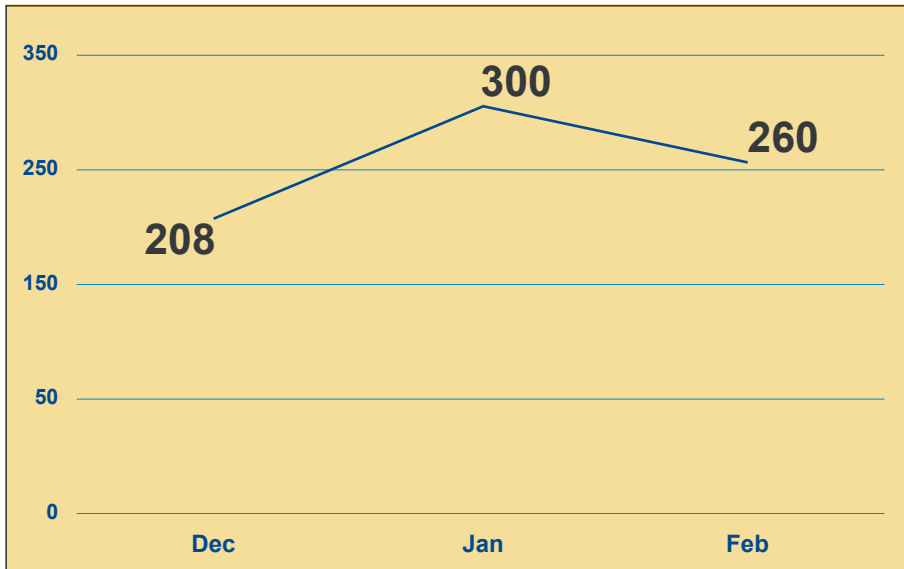
You can now manage your Council Tax account online, where you can: • Switch to paperless billing; • View your account summary; • Check your balance, instalments and payments; • View and download bills and reminder notices To sign up, please visit www.aberdeenshire.gov.uk/ctselfservice.



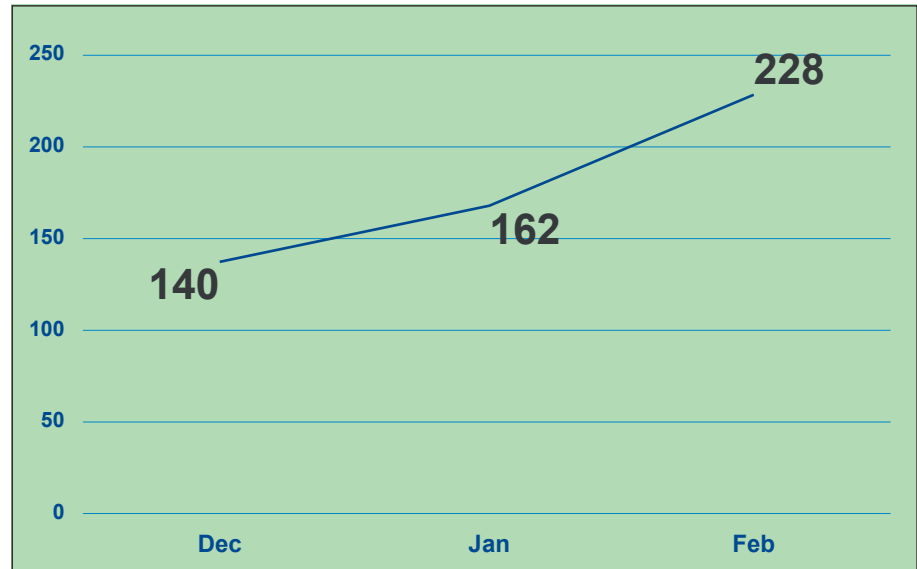
TWITTER in **FEBRUARY**

- **38,623** Total number of **Followers**
- **+41 New Followers**
- **57,289 Impressions** on **53 Tweets**
- **2,476 Engagements**
- **92 Profile Visits**

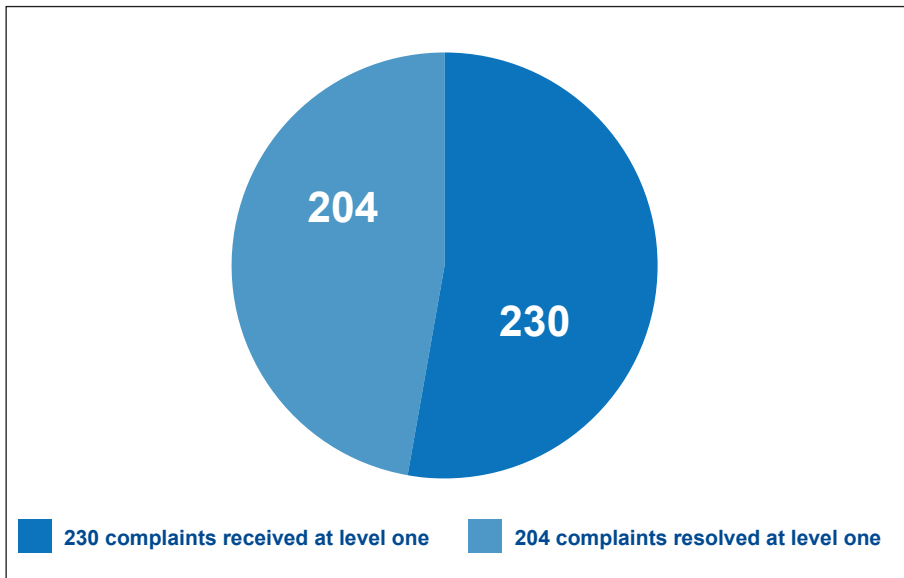
260 Complaints Received in February



228 Complaints Closed in February



Frontline Complaints



Investigation Complaints

