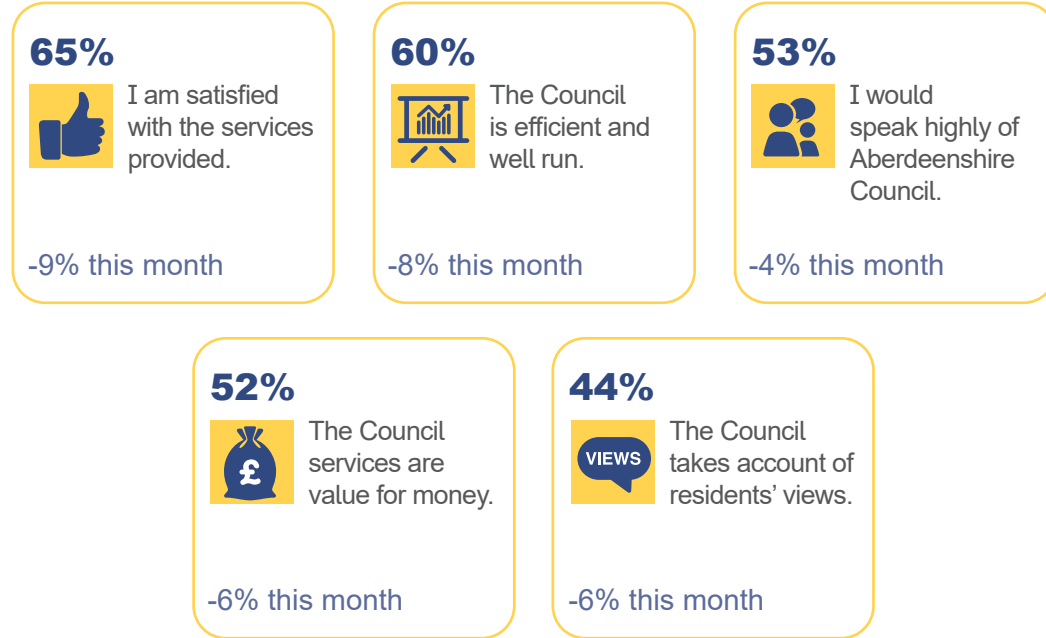


Aberdeenshire Council Reputation Tracker Apr 2024

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	49%	47%	5%
By telephone	61%	36%	3%
By visiting one of the Council's service points across Aberdeenshire	32%	58%	10%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	59%	35%	6%
By telephone	75%	21%	4%
By visiting one of the Council's service points across Aberdeenshire	32%	58%	10%





Rating of Methods of Contact Used:





Experience of using Council Website	72%	-22% this month
Experience of contacting Council by Telephone	59%	-27% this month
Experience of visiting Council Service Point	93%	-7% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	16%	-25% this month
Delivered face-to-face unless it is not practical to do so	14%	-1% this month
Delivered both remotely and face-to-face	70%	+26% this month

Customer Care:

April	
Telephone Calls	
Answered Call Volumes	8,566
Queries/Cases	
Total Queries	8,769
Queries solved at first point of contact	7,893
% of Queries solved at first point of contact (75% target)	90%
Email	
Email Queries	3,594
% of email Queries solved at first point of contact	98%
Webchat Queries	2,175
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	6,424
% of Queries in person solved at first point of contact	97%

March	
Telephone Calls	
Answered Call Volumes	8,368
Queries/Cases	
Total Queries	8,612
Queries solved at first point of contact	7,665
% of Queries solved at first point of contact (75% target)	89%
Email	
Email Queries	2,780
% of email Queries solved at first point of contact	98%
Webchat Queries	1,870
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	6,272
% of Queries in person solved at first point of contact	97%

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%

Customer Care: Social Media



FACEBOOK in **APRIL**

- **43,896** Total number of **Followers**
- **121 new Followers**

Top Posts:

1st: PEOPLE REACHED **105,992** ENGAGEMENT **59,767**

Road users are advised that the B974 Cairn o'Mount from the Clatterin' Bridge to the Old Schoolhouse will be closed for 7 days from tomorrow (Friday) for the installation of new BT duct. The road will remain open to pedestrians and cyclists throughout and vehicular access to immediate properties will be provided.

2nd: PEOPLE REACHED **67,131** ENGAGEMENT **6,643**

We can confirm that WM Donald Ltd has been appointed as principal contractor for works to repair the significant damage to the A937 at Marykirk. Works are scheduled to start after the Easter holidays but will be weather dependent. At this stage we are confident that works will be finished by the end of June as previously indicated.

3rd: PEOPLE REACHED **51,948** ENGAGEMENT **1,166**

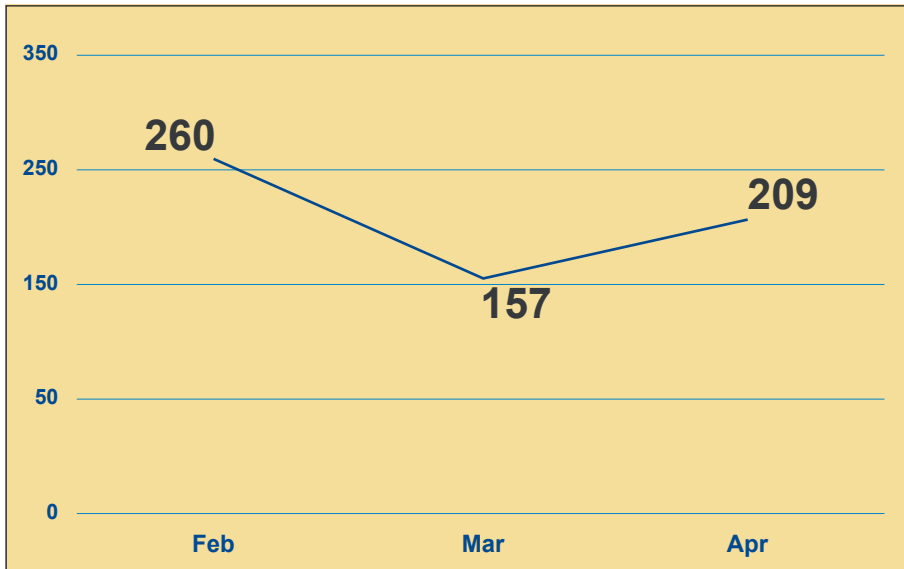
Owing to bridge repairs being carried out by our teams we will be closing the A97 Banff to Aberchirder road at Bachlaw Bridge - from the junction with the U19I Colleonard Road to the junction with the C22L - for five days from Monday, April 22. This is a daytime closure running from 9.30am to 3.30pm and access will be provided for vehicles requiring access to immediate properties.



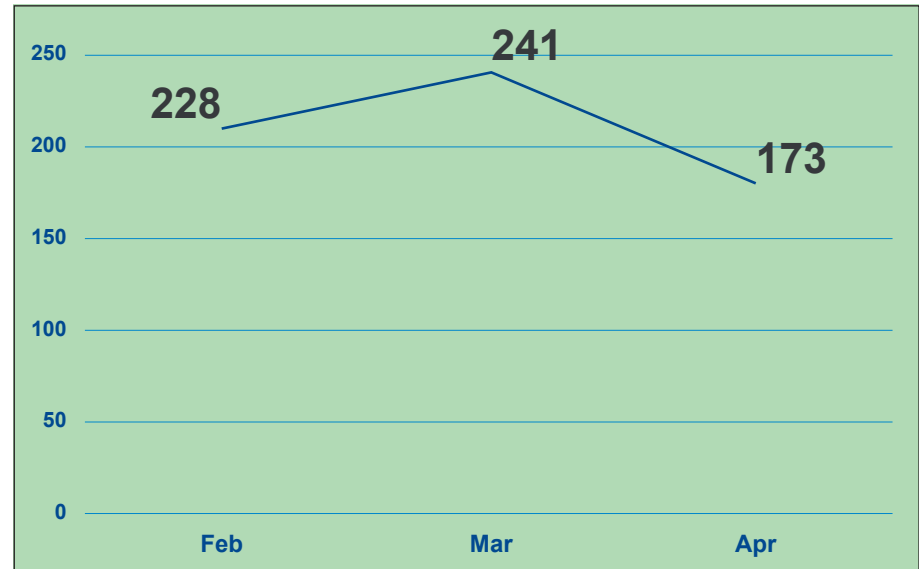
TWITTER in **APRIL**

- **38,622** Total number of **Followers**
- **+3 Followers**
- **48,200 Impressions** on **53 Tweets**
- **1,788 Engagements**
- **55 Profile Visits**

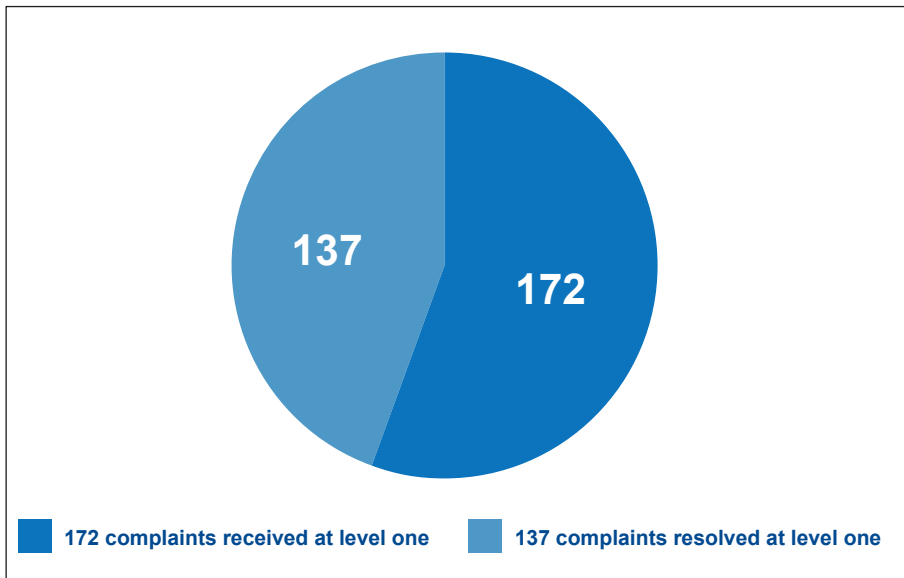
209 Complaints Received in April



173 Complaints Closed in April



Frontline Complaints



Investigation Complaints

