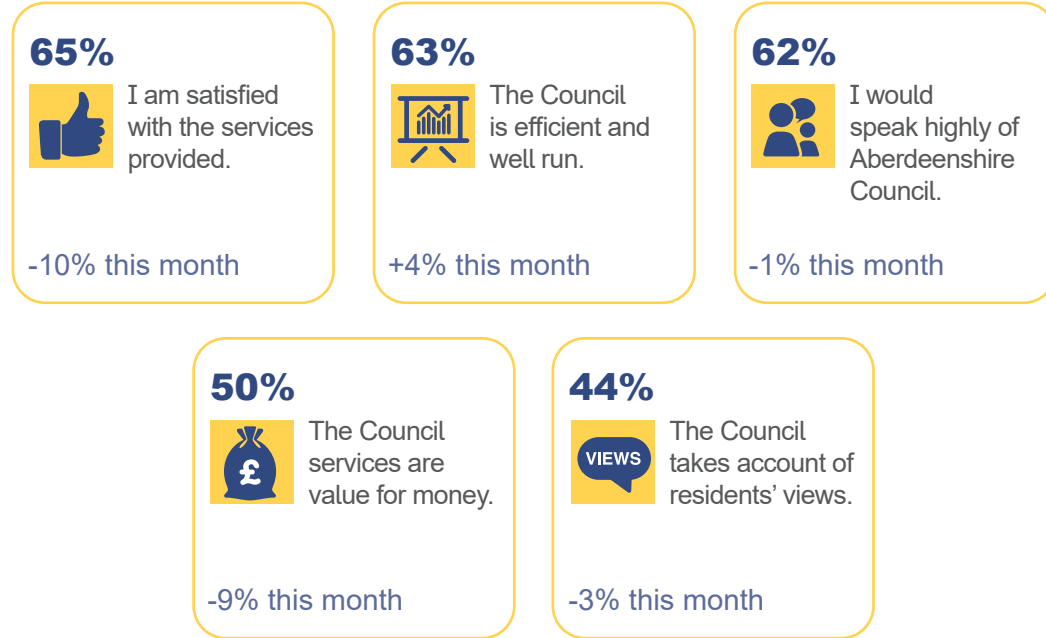


Aberdeenshire Council Reputation Tracker JUL 2023

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	64%	35%	1%
By telephone	57%	43%	1%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	15%	83%	1%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	71%	29%	1%
By telephone	62%	37%	1%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	27%	68%	5%





Rating of Methods of Contact Used:





Experience of using Council Website	81%	-2% this month
Experience of contacting Council by Telephone	71%	-11% this month
Experience of visiting Council Service Point	95%	+10% this month




Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	23%	+3% this month
Delivered face-to-face unless it is not practical to do so	13%	+1% this month
Delivered both remotely and face-to-face	63%	-5% this month

Customer Care:

July	
Telephone Calls	
Answered Call Volumes	8,119
Queries/Cases	
Total Queries	8,416
Queries solved at first point of contact	7,659
% of Queries solved at first point of contact (75% target)	91%
Email	
Email Queries	3,227
% of email Queries solved at first point of contact	98%
Webchat Queries	1,852
% of Webchat Queries solved at first point of contact	98%
Personal Visits	
Queries in person	6,128
% of Queries in person solved at first point of contact	98%

June	
Telephone Calls	
Answered Call Volumes	8,852
Queries/Cases	
Total Queries	9,040
Queries solved at first point of contact	8,136
% of Queries solved at first point of contact (75% target)	90%
Email	
Email Queries	3,148
% of email Queries solved at first point of contact	97%
Webchat Queries	1,985
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	6,802
% of Queries in person solved at first point of contact	98%

May	
Telephone Calls	
Answered Call Volumes	8,426
Queries/Cases	
Total Queries	8,566
Queries solved at first point of contact	7,795
% of Queries solved at first point of contact (75% target)	91%
Email	
Email Queries	2,952
% of email Queries solved at first point of contact	97%
Webchat Queries	2,087
% of Webchat Queries solved at first point of contact	98%

Customer Care: Social Media



FACEBOOK in **JULY**

- **41,237** Total number of **Followers**
- **+65 new Followers**

Top Posts:

1st: PEOPLE REACHED 39,372 ENGAGEMENT 2,612

Peterhead Transport Interchange on Windmill Street will reopen first thing this Monday, July 31, following an extensive project to upgrade the facility. The project has involved replacement bus shelters, the installation of benches and planters, repairs and replacements of barriers and bollards and general tidying including painting, road-lining and landscaping, energy-efficiency measures, plus an eye-catching mural. Cycle lockers will be installed in the coming weeks. The work has been led by Aberdeenshire Council and funded by Nestrans, with additional support from the Coastal Communities Fund, Nature Restoration Fund and Paths for All Smarter Choices Smarter Places Fund. We would like to thank customers for their patience while this work has taken place and we hope everybody enjoys the improved facilities.

2nd: PEOPLE REACHED 19,244 ENGAGEMENT 830

Aberdeenshire Council Landscape Services staff have again been undertaking the removal of dead seabirds from the many shorelines around the region. A year on from the previous outbreak, our frontline crews have been kitted out in full PPE to carry out the safe removal of hundreds of birds which, it is suspected, carry Avian Influenza, and we thank them for all their efforts once again. At Stonehaven this week more than 520 birds were removed from the beach over the course of three days. At Cruden Bay more than 120 carcasses were collected. On Wednesday, more than 150 were recovered from Balmedie as well as 250 from Inverbervie.

3rd: PEOPLE REACHED 18,570 ENGAGEMENT 1,902

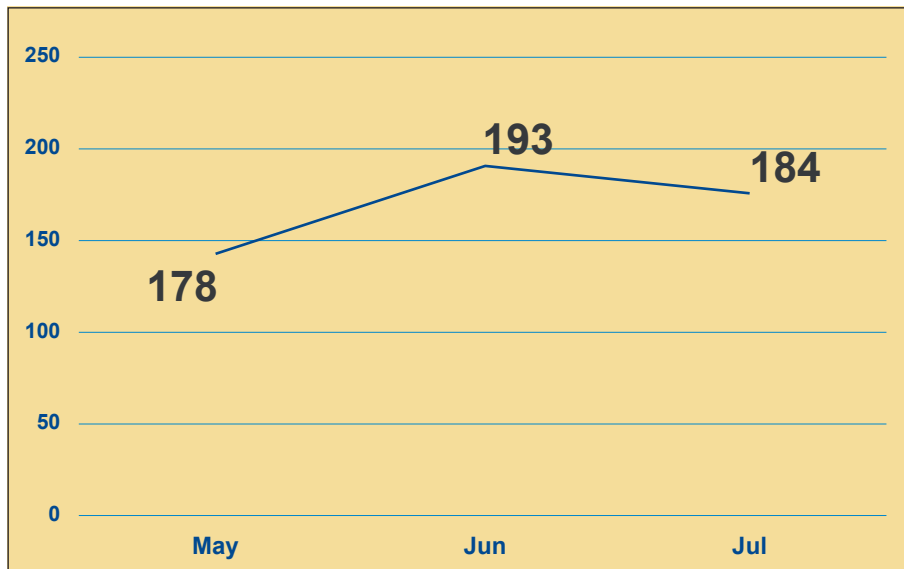
Please be aware there will be a partial closure of Stonehaven Railway Station Car Park on Saturday 29 and Sunday 30 July in order to carry out essential maintenance on the surrounding trees. The trees are overgrown, some require to be removed and others crowned, to ensure no damage from falling branches or to power cables. Signage is already visible to advise the public of the closure and barriers will be in place while the works are undertaken. Any cars left in these spaces will not be removed but may result in the works being delayed. The electric vehicle charging and disabled spaces will not be affected and should remain accessible to users. Sorry for any inconvenience this may cause.



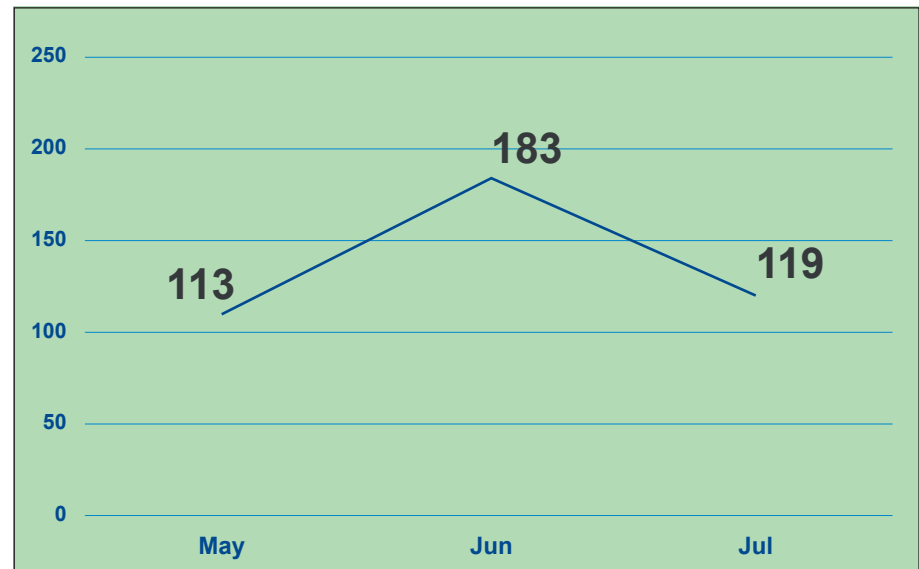
TWITTER in **JULY**

- **37,935** Total number of **Followers**
- **0 New Followers**
- **81,200 Impressions** on **21 Tweets**
- **626** mentions
- **3,864** profile visits

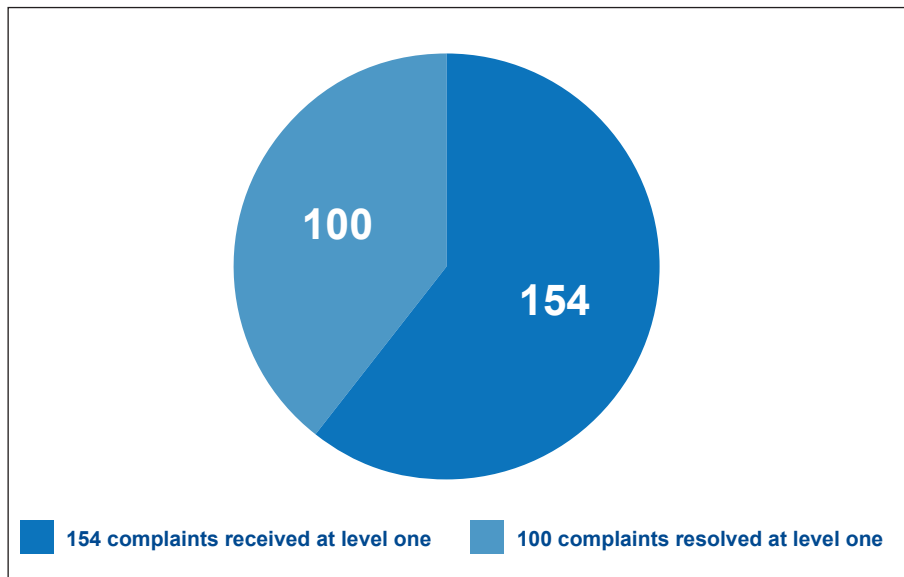
184 Complaints Received in July



119 Complaints Closed in July



Frontline Complaints



Investigation Complaints

