

Aberdeenshire Council Reputation Tracker - MARCH 2021 -

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

- Reputation - Percentage of respondents agreeing with the following statements -

87%



I am satisfied with the services provided.

+ 7% this month -

79%



I would speak highly of Aberdeenshire Council.

+ 1% this month -

65%



The Council takes account of residents' views.

- 5% this month -

77%



The Council is efficient and well run.

Same as last month -

65%



The Council services are value for money.

+ 8% this month

97%



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

+ 7% this month -

- Satisfaction key services -

Parks & open spaces



85%

- 5% this month -

Provision of appropriate housing



76%

+ 9% this month -

Refuse collection



85%

Same as last month -

Satisfaction with local roads



34%

+ 15% this month -

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

Quality of customer services



81%

Same as last month -

Teaching & learning for school pupils



88%

+ 7% this month -

Social work services



80%

- 12% this month -

Social care services



95%

+ 15% this month -

Views on communication Percentage of respondents agreeing with the following statements -

89% - Feel well supported by the Council during the Covid-19 pandemic. Same as last month

95% - Know where to access any services that they need during the Covid-19 pandemic. + 6% this month

96% - Have good awareness of the adjustments made to the Council Services in response to the Covid-19 pandemic. + 8% this month

94% - Know where to go to get information about Council Services during the Covid-19 pandemic. + 5% this month

CUSTOMER CARE -

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 94.9% -

January -



Telephone Calls -

Calls Queued to Customer Services 14,230 -

Answered Call Volumes 11,618 -



Queries/Cases -

Total Queries 11,566 -

Queries solved at first point of contact 10,438 -

% of Queries solved at first point of contact (75% target) 90.25% -



Email -

Email Queries 2,377 -

% of email Queries solved at first point of contact 100% -

Webchat Queries 2,750 -

% of Webchat Queries solved at first point of contact 98% -

CUSTOMER CARE - SOCIAL MEDIA

-Top Posts FACEBOOK

1st - PEOPLE REACHED 107,708

The weekend is in sight, and the temptation is strong but please, stay home! For clarity, no you are not meant to travel far from home, even within a council area. However this point bears repeating. The guidance is all set out on the website listed here.

2nd - PEOPLE REACHED 48,298

We will be providing our seasonal garden waste points for the summer from Saturday, April 10 to October 30.

The sites at Aboyne and Ballater are now being operated on a half-day basis and the site at the transport museum in Alford will continue operating until the new recycling centre opens... (continued)

3rd - PEOPLE REACHED 32,269

Applications are now being accepted for the Education Maintenance Allowance (EMA).

It is an allowance of £30 per week, which can be paid to eligible students who stay on in education after the age of 16 years.

Your EMA is paid every two weeks during school term time and it is not paid during the holidays.

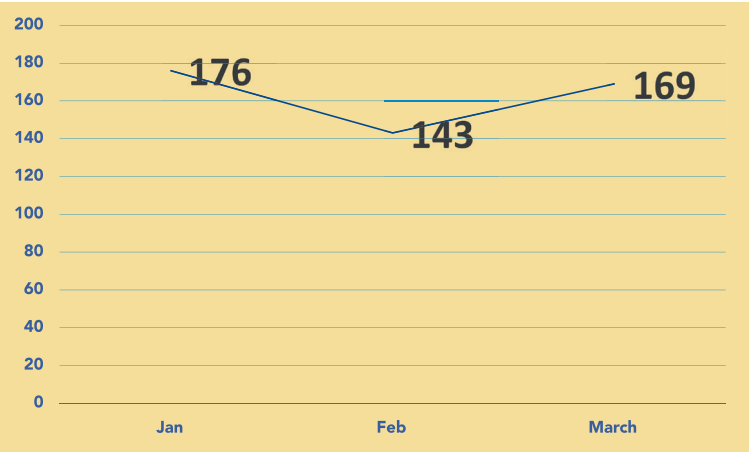
To apply and for information please visit: <http://www.bit.ly/39aw52F>

-TWITTER in FEBRUARY -

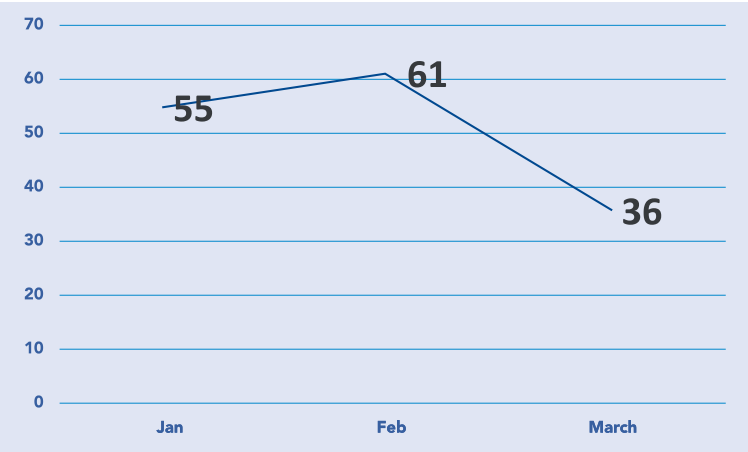


- 358,000 Impressions on 91TWEETS & 333 RETWEETS
- 60 new FOLLOWERS
- 682 mentions
- 7,145 profile visits

169 Complaints Received in March



36 Compliments Received in March



Complaints resolved at level one and two -

