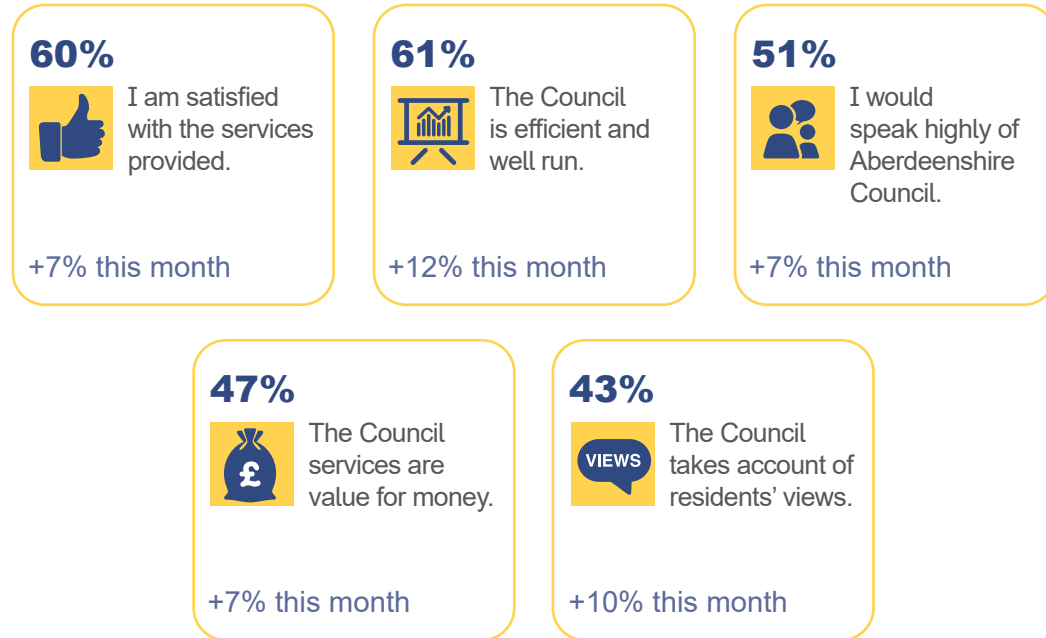


Aberdeenshire Council Reputation Tracker Oct 2024

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	47%	48%	5%
By telephone	57%	39%	4%
By visiting one of the Council's service points across Aberdeenshire	35%	58%	7%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	57%	37%	6%
By telephone	73%	24%	3%
By visiting one of the Council's service points across Aberdeenshire	35%	58%	7%





Rating of Methods of Contact Used:





Experience of using Council Website	79%	+4% this month
Experience of contacting Council by Telephone	70%	+4% this month
Experience of visiting Council Service Point	91%	+2% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	11%	-2% this month
Delivered face-to-face unless it is not practical to do so	26%	+8% this month
Delivered both remotely and face-to-face	64%	-5% this month

Customer Care:

October	
Telephone Calls	
Answered Call Volumes	9,100
Queries/Cases	
Total Queries	9,318
Queries solved at first point of contact	7,920
% of Queries solved at first point of contact (75% target)	85%
Email	
Email Queries	2,441
% of email Queries solved at first point of contact	96%
Webchat Queries	1,651
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	3,635
% of Queries in person solved at first point of contact	97%

September	
Telephone Calls	
Answered Call Volumes	8,341
Queries/Cases	
Total Queries	8,559
Queries solved at first point of contact	7,275
% of Queries solved at first point of contact (75% target)	85%
Email	
Email Queries	2,074
% of email Queries solved at first point of contact	97%
Webchat Queries	1,750
% of Webchat Queries solved at first point of contact	100%
Personal Visits	
Queries in person	3,627
% of Queries in person solved at first point of contact	98%

August	
Telephone Calls	
Answered Call Volumes	8,033
Queries/Cases	
Total Queries	8,219
Queries solved at first point of contact	7,233
% of Queries solved at first point of contact (75% target)	88%
Email	
Email Queries	2,350
% of email Queries solved at first point of contact	97%
Webchat Queries	1,993
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	3,756
% of Queries in person solved at first point of contact	97%

Customer Care: Social Media



FACEBOOK in **October**

- **45,895** Total number of **Followers**
- **378 more Followers**

Top Posts:

1st: PEOPLE REACHED 111,280 ENGAGEMENT 13,058

Aberdeenshire Council has concluded the structural assessment of Aboyne Bridge, which carries the B968 Bridgeview Road over the River Dee. Built between 1938 and 1940, the 7-span reinforced concrete bridge – spanning 151 metres – has deteriorated significantly, largely due to its age and the construction techniques of the 1930s. The assessment confirmed that the reinforced concrete bridge decking, on which the road and footways rest, has no capacity to safely carry motorised vehicles.

2nd: PEOPLE REACHED 65,696 ENGAGEMENT 3,179

Road users are advised that the A975 near Collieston between Easter Brogan and Broomhill Cottage will be closed to traffic for 3 days from October 25 to provide safe access for mains repair works on behalf of Scottish Water. Due to the requirement that a diversion must divert to roads that are the same class as the one that is closed, the formal detour is via the A975 Cruden Bay, A90T Foveran and A975 Collieston.

3rd: PEOPLE REACHED 64,090 ENGAGEMENT 9,982

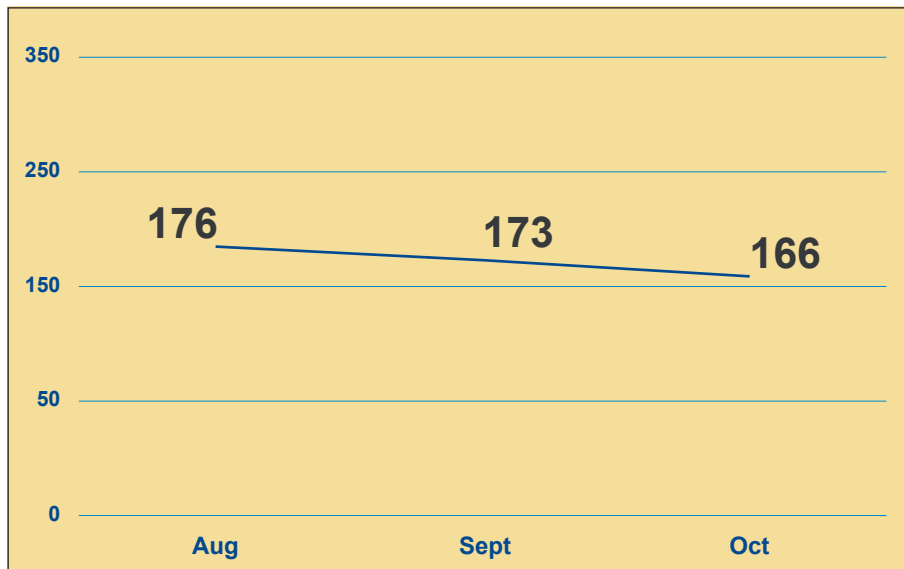
We've just launched a new interactive prospectus to showcase undeveloped housing sites across Aberdeenshire. The prospectus has been produced to provide developers with a collective list of available sites which have been allocated within the Aberdeenshire Local Development Plan. Its main focus is around sites allocated for housing – though some mixed allocations have been included – and gives an overview of more than 60 individual sites, including settlement information, photographs and delivery considerations necessary to bring a site forward. can be found by clicking below, and our team can be contacted at emptyhomes@aberdeenshire.gov.uk if you have any queries.



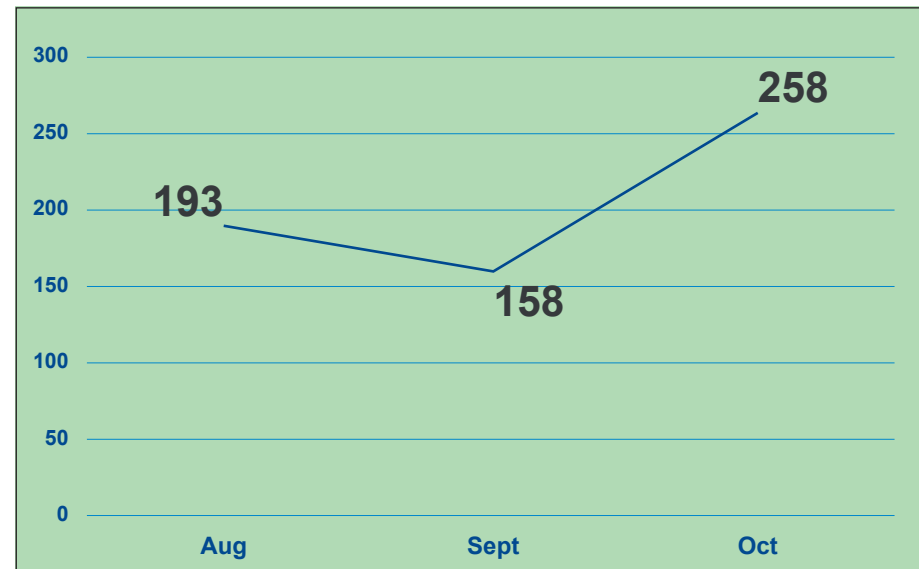
TWITTER in **October**

- **38,383** Total number of **Followers**
- **-191 Followers**
- **48 Tweets**

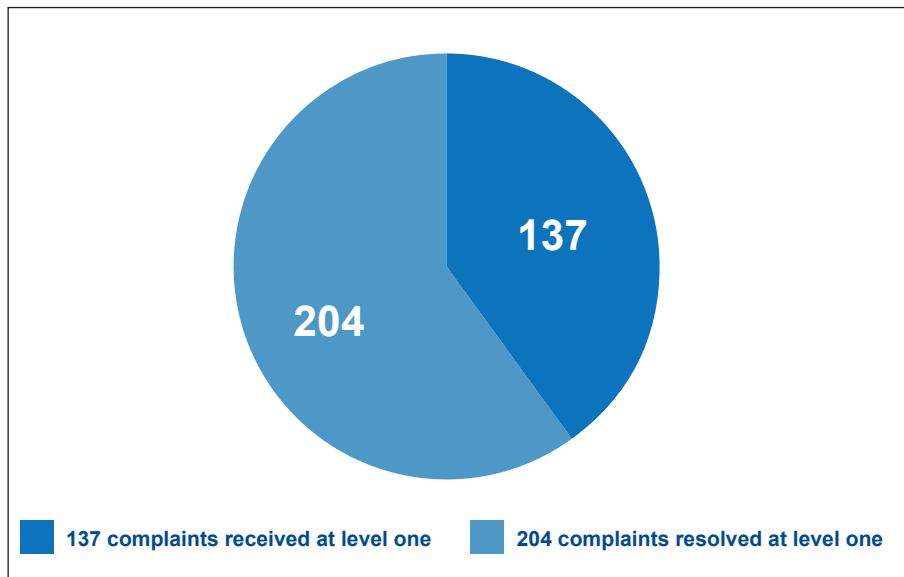
166 Complaints Received in October



258 Complaints Closed in October



Frontline Complaints



Investigation Complaints

