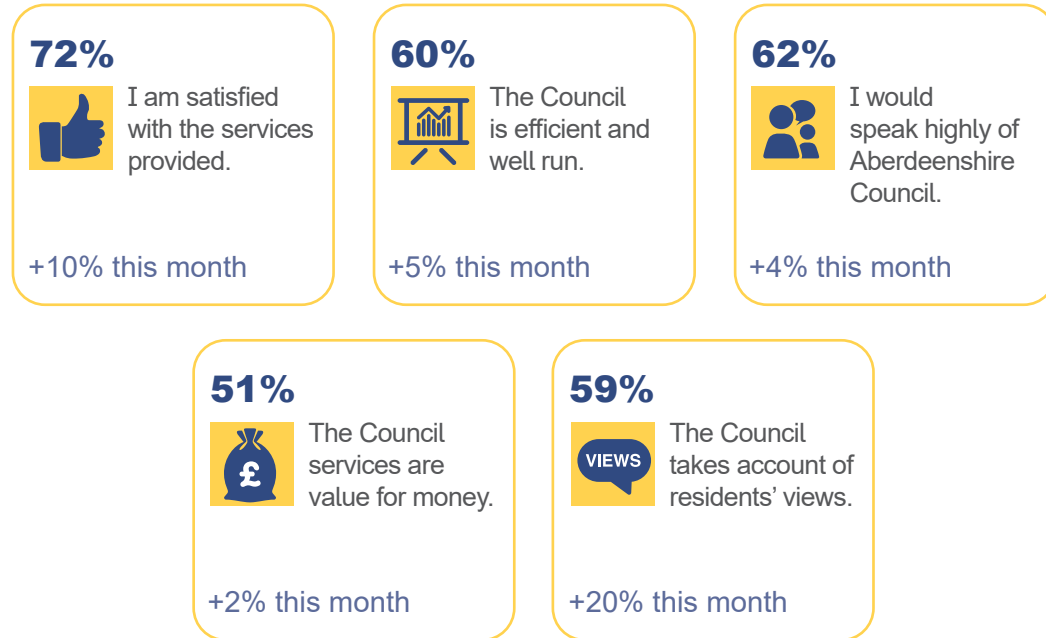


# Aberdeenshire Council Reputation Tracker Oct 2023

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	<b>56%</b>	<b>32%</b>	<b>12%</b>
By telephone	<b>58%</b>	<b>30%</b>	<b>13%</b>
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	<b>7%</b>	<b>81%</b>	<b>13%</b>

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	<b>68%</b>	<b>19%</b>	<b>13%</b>
By telephone	<b>64%</b>	<b>24%</b>	<b>12%</b>
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	<b>32%</b>	<b>49%</b>	<b>19%</b>





## Rating of Methods of Contact Used:





Experience of using Council Website	<b>93%</b>	+15% this month
Experience of contacting Council by Telephone	<b>78%</b>	+6% this month
Experience of visiting Council Service Point	<b>100%</b>	+22% this month





## Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	<b>21%</b>	+4% this month
Delivered face-to-face unless it is not practical to do so	<b>9%</b>	-12% this month
Delivered both remotely and face-to-face	<b>71%</b>	+8% this month

## Customer Care:

<b>October</b>	
<b>Telephone Calls</b>	
Answered Call Volumes	8,704
<b>Queries/Cases</b>	
Total Queries	8,995
Queries solved at first point of contact	8,275
% of Queries solved at first point of contact (75% target)	92%
<b>Email</b>	
Email Queries	3,079
% of email Queries solved at first point of contact	98%
Webchat Queries	2,001
% of Webchat Queries solved at first point of contact	99%
<b>Personal Visits</b>	
Queries in person	6,297
% of Queries in person solved at first point of contact	98%

<b>September</b>	
<b>Telephone Calls</b>	
Answered Call Volumes	9,201
<b>Queries/Cases</b>	
Total Queries	9,235
Queries solved at first point of contact	8,496
% of Queries solved at first point of contact (75% target)	92%
<b>Email</b>	
Email Queries	3,215
% of email Queries solved at first point of contact	97%
Webchat Queries	1,924
% of Webchat Queries solved at first point of contact	99%
<b>Personal Visits</b>	
Queries in person	6,214
% of Queries in person solved at first point of contact	99%

<b>August</b>	
<b>Telephone Calls</b>	
Answered Call Volumes	9,929
<b>Queries/Cases</b>	
Total Queries	10,155
Queries solved at first point of contact	9,343
% of Queries solved at first point of contact (75% target)	92%
<b>Email</b>	
Email Queries	3,380
% of email Queries solved at first point of contact	97%
Webchat Queries	2,020
% of Webchat Queries solved at first point of contact	99%
<b>Personal Visits</b>	
Queries in person	6,725
% of Queries in person solved at first point of contact	98%

## Customer Care: Social Media



### FACEBOOK in **OCTOBER**

- Total number of **Followers**
- **new Followers**

#### Top Posts:

#### **1st: PEOPLE REACHED 73,740      ENGAGEMENT 7,308**

Our dedicated Storm Babet page has been updated <https://www.aberdeenshire.gov.uk/.../safety.../storm-babet/>

Key update: In light of SEPA's flood warnings for Inverurie, Kemnay and Kintore, rest centres are being stood up from 8.30pm tonight (Thurs) by ourselves and community resilience groups in each of these communities for residents impacted by flooding at the following venues:

Inverurie Community Campus

Kemnay Village Hall

Kintore Village Hall

Rest centres in Stonehaven Community Centre and at Mearns Campus in Laurencekirk will remain overnight and into tomorrow.

#### **2nd: PEOPLE REACHED 67,135      ENGAGEMENT 12,775**

If you or someone you know needs help throughout #stormbabet, we have a number you can call. This line will stay open 8am-8pm today, Friday and Saturday. Call 03456 081210. Information about our response and what is happening to council services is on our website too. <https://aberdeenshire.gov.uk/.../safety-and.../storm-babet/>.

#### **3rd: PEOPLE REACHED 59,308      ENGAGEMENT 2,171**

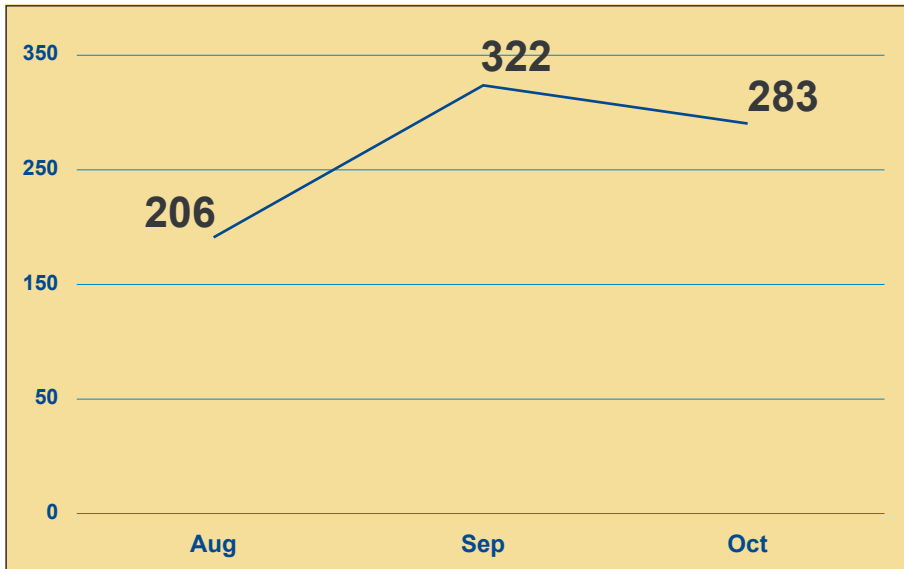
There is now a considerable risk of flooding on the River Don at Inverurie, Kemnay and Kintore tomorrow (Sat) between 10am and 2pm. This has the potential to impact properties in low-lying areas and we would urge residents and businesses to get prepared and take immediate steps to protect their own property from flooding.



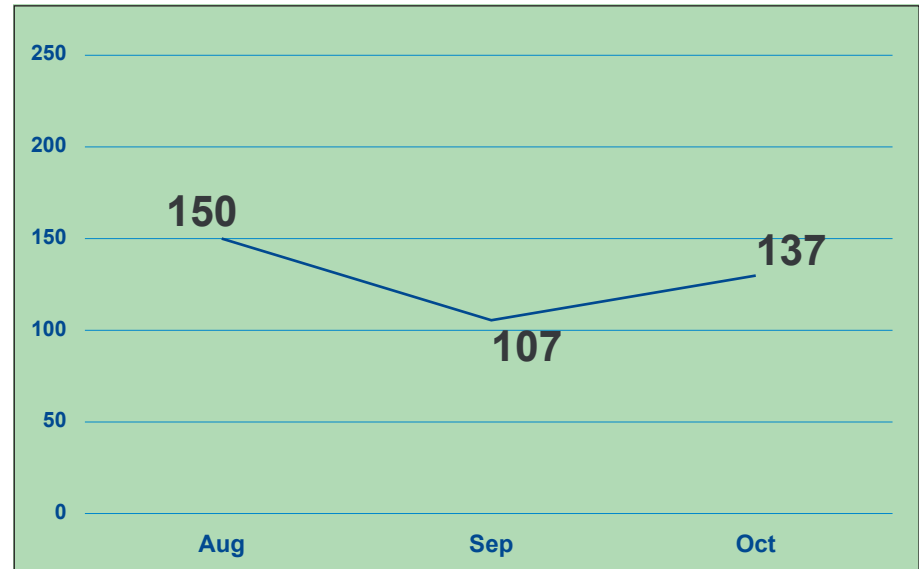
### TWITTER in **SEPTEMBER**

- **38,333** Total number of **Followers**
- **+359 New Followers**
- **477,026 Impressions** on **110 Tweets**
- **22,224 Engagements**
- **1,210 Profile Visits**

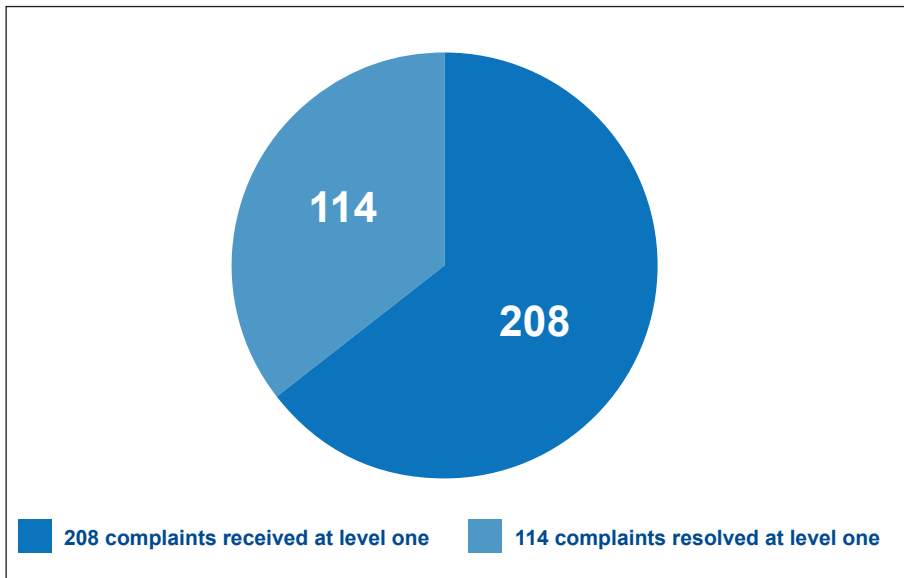
### 283 Complaints Received in October



### 137 Complaints Closed in October



### Frontline Complaints



### Investigation Complaints

