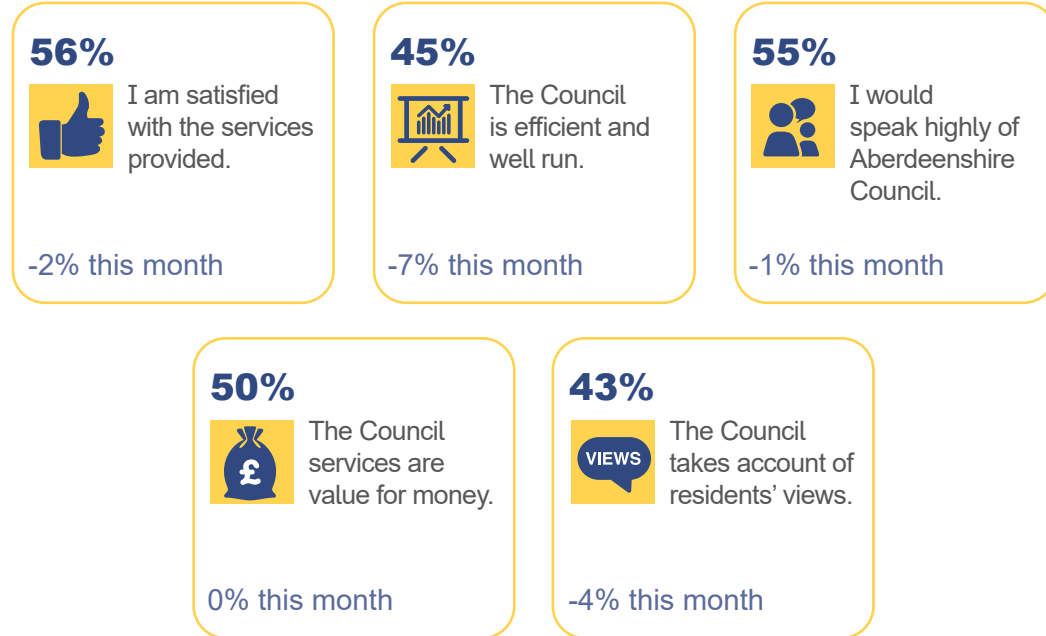


Aberdeenshire Council Reputation Tracker June 2024

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	59%	27%	14%
By telephone	53%	33%	13%
By visiting one of the Council's service points across Aberdeenshire	32%	50%	18%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	61%	24%	15%
By telephone	60%	25%	15%
By visiting one of the Council's service points across Aberdeenshire	32%	50%	18%





Rating of Methods of Contact Used:





Experience of using Council Website	72%	-8% this month
Experience of contacting Council by Telephone	70%	-6% this month
Experience of visiting Council Service Point	90%	-7% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	14%	-5% this month
Delivered face-to-face unless it is not practical to do so	12%	-1% this month
Delivered both remotely and face-to-face	74%	+6% this month

Customer Care:

June	
Telephone Calls	
Answered Call Volumes	10,788
Queries/Cases	
Total Queries	9,127
Queries solved at first point of contact	8,032
% of Queries solved at first point of contact (75% target)	88%
Email	
Email Queries	2,749
% of email Queries solved at first point of contact	97%
Webchat Queries	1,931
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	3,483
% of Queries in person solved at first point of contact	98%

May	
Telephone Calls	
Answered Call Volumes	9,595
Queries/Cases	
Total Queries	9,885
Queries solved at first point of contact	8,699
% of Queries solved at first point of contact (75% target)	88%
Email	
Email Queries	2,749
% of email Queries solved at first point of contact	98%
Webchat Queries	2,430
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	4,058
% of Queries in person solved at first point of contact	97%

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%

Customer Care: Social Media



FACEBOOK in **JUNE**

- **45,016** Total number of **Followers**
- **1,177 more Followers**

Top Posts:

1st: PEOPLE REACHED **36,036** ENGAGEMENT **1,180**

How will housing and housing services develop in Aberdeenshire over the next five years? Your views will help shape a new strategy to address the challenges and opportunities that lie ahead. Views are being sought on the draft Aberdeenshire Council Local Housing Strategy 2024-2029, which will support the council and its partners to deliver high quality housing and housing services to meet the needs of local people. The survey will take around 30 minutes to complete and will close on Friday, July 12.

2nd: PEOPLE REACHED **25,703** ENGAGEMENT **1,193**

Road users are advised that owing to patching work, the B9031 Fraserburgh to Pennan road will be closed from the U85a1 to the U103L junctions for 5 days starting Monday, July 8. Access will be provided for vehicles requiring access to immediate properties but this may be subject to delay until the road is cleared of construction plant to allow safe passage through the works.

3rd: PEOPLE REACHED **25,611** ENGAGEMENT **1,464**

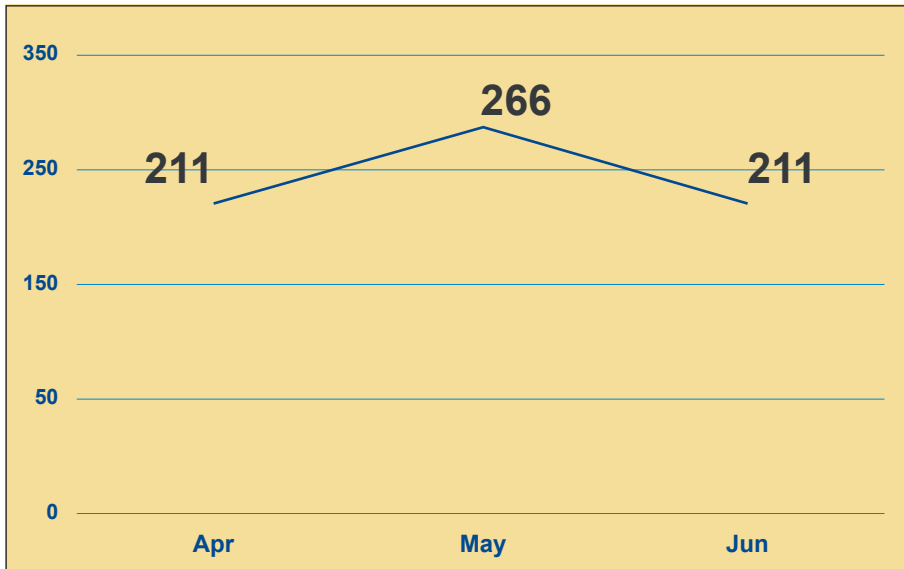
Fraserburgh Academy String pupils performed at Fraserburgh Library for the Grampian Wellbeing Festival recently. The performances were organised by our String Instructor Nataliia Naismith and supported by Fraserburgh Academy school staff and Fraserburgh Library. The event was well attended and musicians demonstrated their talent and hard work, performing solos and small ensembles and duos in front of the audience.



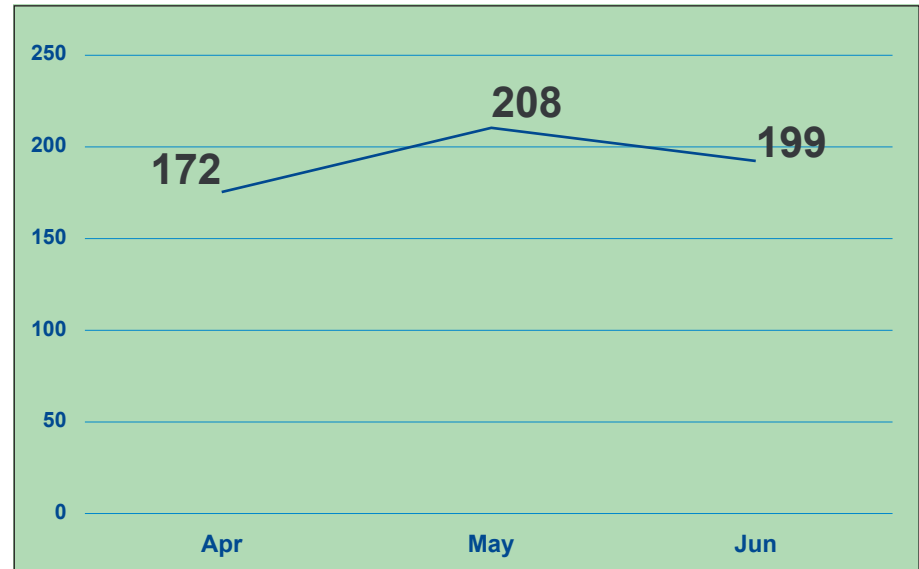
TWITTER in **JUNE**

- **38,658** Total number of **Followers**
- **+31 Followers**
- **- Impressions on - Tweets**
- **- Engagements**
- **- Profile Visits**

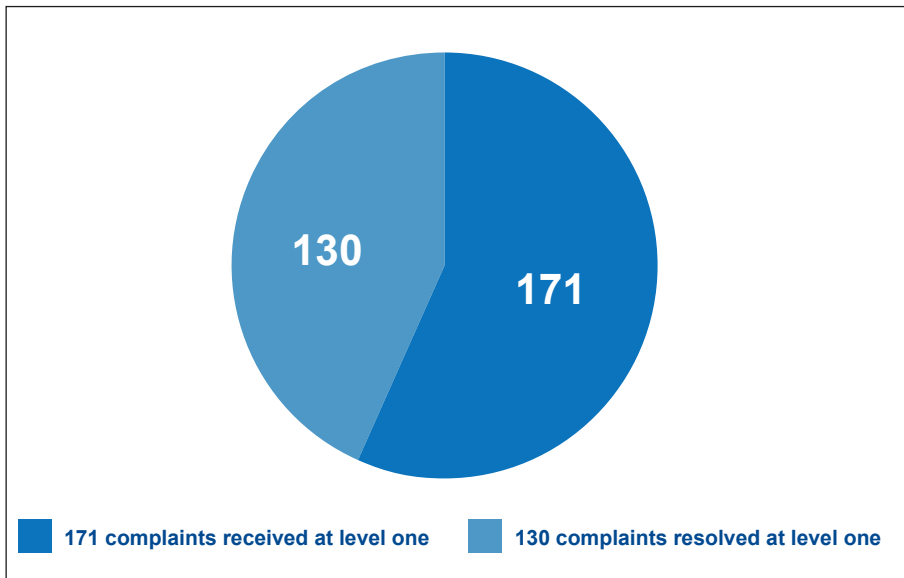
211 Complaints Received in June



199 Complaints Closed in June



Frontline Complaints



Investigation Complaints

