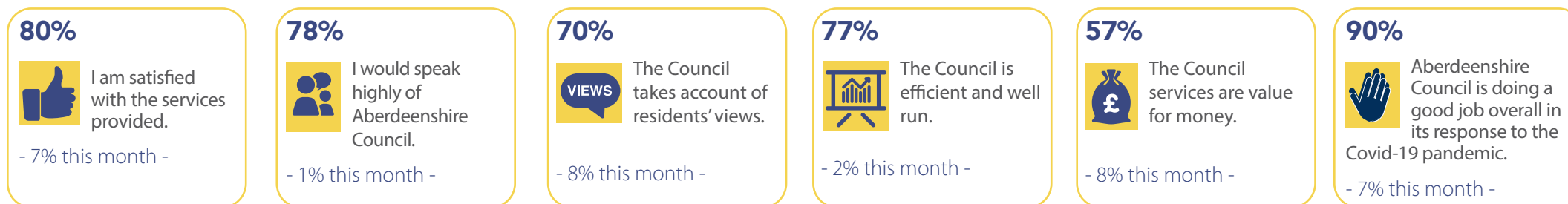


Aberdeenshire Council Reputation Tracker - FEBRUARY 2021 -

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

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



- Satisfaction key services -

Parks & open spaces



Provision of appropriate housing



Refuse collection



Satisfaction with local roads



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

Quality of customer services



Teaching & learning for school pupils



Social work services



Social care services



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

89% - Feel well supported by the Council during the Covid-19 pandemic +17% this month

89% - Know where to access any services that they need during the Covid-19 pandemic - 4% this month

88% - Have good awareness of the adjustments made to the Council Services in response to the Covid-19 pandemic - 5% this month

89% - Know where to go to get information about Council Services during the Covid-19 pandemic - 6% this month

CUSTOMER CARE -

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% -

December -



Telephone Calls -

Calls Queued to Customer Services 15,435 -

Answered Call Volumes 9,401 -



Queries/Cases -

Total Queries 9,588 -

Queries solved at first point of contact 8,483 -

% of Queries solved at first point of contact (75% target) 88.48% -



Email -

Email Queries 2,313 -

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

Webchat Queries 2,072 -

% of Webchat Queries solved at first point of contact 98.3% -

CUSTOMER CARE - SOCIAL MEDIA

-Top Posts FACEBOOK

1st - PEOPLE REACHED **762,643**

With the Met Office issuing further yellow warnings of snow and icy conditions in the North-east through till Friday, and with extremely cold temperatures set to continue into the weekend, the council's gritting crews, partner contractors and snow wardens will still have their work cut out for a while yet.

Work has started on clearing the snow gate roads at the Lecht (we're pictured being aided by our friends from the Lecht Ski Centre who are ploughing down towards us in their Kassbohrer piste clearing machine), Glenshee and at the Cairn O'Mount.

However this is a slow, time-consuming process as we work through the snowdrifts which are up to 10-feet high...

2nd - PEOPLE REACHED **161,937**

Severe winds last night and throughout today has led to treacherous driving conditions and numerous roads across Aberdeenshire and the north east remain totally impassable due to drifting snow.

With high winds expected to continue overnight and for most of tomorrow road users are urged not to travel unless their journeys are absolutely essential.

Gritting crews have had to concentrate their efforts throughout today trying to keep main routes open, but this has not always been possible, and many main roads remain shut or impassable...

3rd - PEOPLE REACHED **106,934**

With temperatures forecast to increase this week, Aberdeenshire residents and businesses are being encouraged to take what measures they can to protect their homes and properties from flooding should the snow thaw happen quickly.

The catchments of rivers such as the Dee, Don and Deveron extend into the Cairngorms where there are significant snow accumulations which could result in flooding if we experience a rapid thaw.

Aberdeenshire Council's knowledge of known flood risk locations such as Aboyne, Ballater, Ellon, Inverurie, Kemnay, Kintore and Stonehaven will allow us to support such communities as much as we can to ensure their resilience measures are as effective as possible.

More information and advice here: <https://online.aberdeenshire.gov.uk/apps/news/release.aspx>

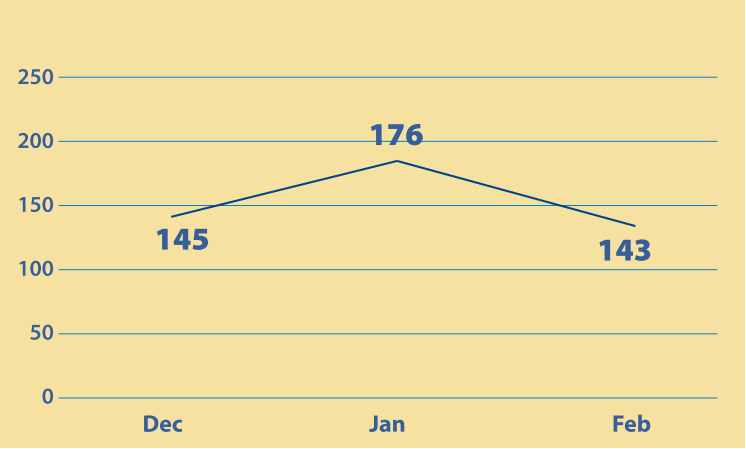
-TWITTER in **FEBRUARY** -



- **403,900 Impressions** on **84 TWEETS & 452 RETWEETS**
- **148** new **FOLLOWERS**
- **832** mentions
- **10,800** profile visits

FEEDBACK -

145 Complains Received in February



61 Compliments Received in February

