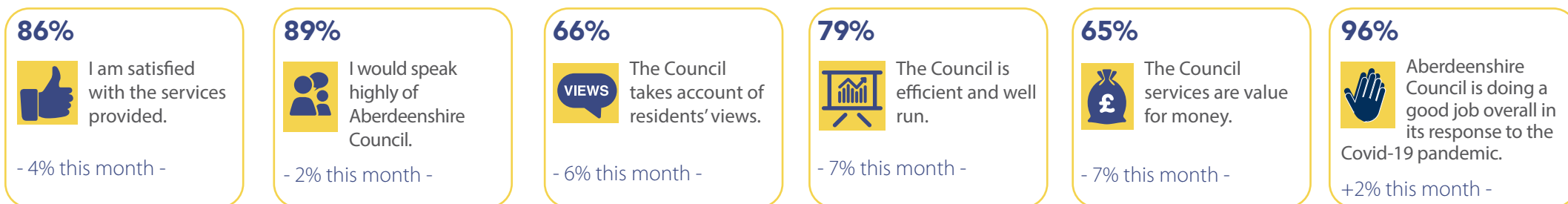


# Aberdeenshire Council Reputation Tracker - NOVEMBER 2020 -

- 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

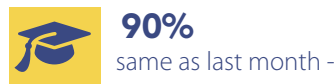


## - Satisfaction with services which are currently operating differently due to the Covid 19 pandemic -

### 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 -

**84%** - Feel well supported by the Council during the Covid-19 pandemic +2% this month

**93%** - Know where to access any services that they need during the Covid-19 pandemic +1% this month

**95%** - Have good awareness of the adjustments made to the Council Services in response to the Covid-19 pandemic +3% this month

**95%** - Know where to go to get information about Council Services during the Covid-19 pandemic +1% this month

# CUSTOMER CARE -

## November -



### Telephone Calls -

Calls Queued to Customer Services **18,399 -**

Answered Call Volumes **8,101 -**



### Queries/Cases -

Total Queries **8,307 -**

Queries solved at first point of contact **7,405 -**

% of Queries solved at first point of contact (75% target) **89.14% -**



### Email -

Email Queries **3445 -**

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

Webchat Queries **2,385 -**

% of Webchat Queries solved at first point of contact **97.8% -**

## October -



### Telephone Calls -

Calls Queued to Customer Services **22,827 -**

Answered Call Volumes **9,017 -**



### Queries/Cases -

Total Queries **9,638 -**

Queries solved at first point of contact **8,479 -**

% of Queries solved at first point of contact (75% target) **87% -**



### Email -

Email Queries **2,502 -**

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

Webchat Queries **2,876 -**

% of Webchat Queries solved at first point of contact **97.5% -**

## September -



### Telephone Calls -

Calls Queued to Customer Services **23,919 -**

Answered Call Volumes **9,639 -**



### Queries/Cases -

Total Queries **11,481 -**

Queries solved at first point of contact **10,140 -**

% of Queries solved at first point of contact (75% target) **88.32% -**



### Email -

Email Queries **2,810 -**

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

Webchat Queries **3,097 -**

% of Webchat Queries solved at first point of contact **97.3% -**

## CUSTOMER CARE - SOCIAL MEDIA

### -Top Posts FACEBOOK

#### 1st - PEOPLE REACHED 97,033

We might be in the COVID protection level 2 right now but we are on a path towards level 3. We will move up a level sooner or later if the numbers don't come down.

Wear a mask • Stay apart.

Watch out in the workplace, be aware of the face covering rules.

Carshare is happening and it shouldn't be \*unless absolutely necessary.

[www.aberdeenshire.gov.uk/covid-19](http://www.aberdeenshire.gov.uk/covid-19)

\*image data from Public Health Scotland shows the spread of cases across Aberdeenshire, colour coded at a community level with red cases having highest numbers down to pale blue with lowest numbers.

#### 2nd - PEOPLE REACHED 71,156

"Hemmin!" A doric safety message. Mike Taylor is the head teacher at Rosehearty school, and tells it like it is.

Subtitled version (hopefully subtitled correctly!) on YouTube: <https://youtu.be/ZrJMVPQyxvg>

#### 3rd - PEOPLE REACHED 56,716

We are in level 2 in the fight against COVID-19.

BUT, don't let your guard down. An increase in cases in the coming days will see us move up a level.

wash your hands • wear a mask • stay apart

<https://www.aberdeenshire.gov.uk/covid-19/>

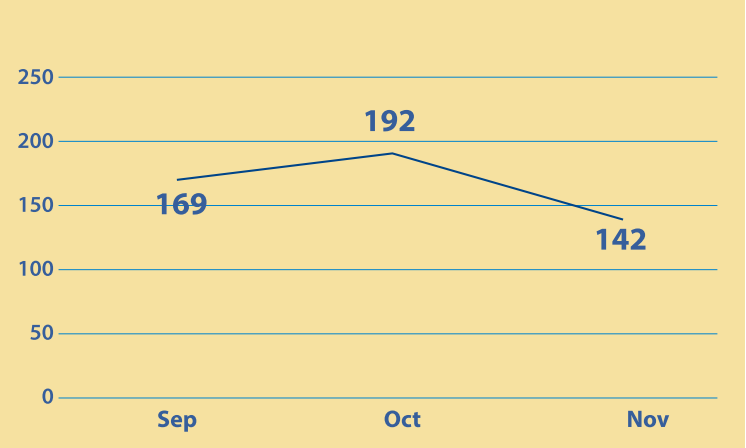
## -TWITTER in NOVEMBER -



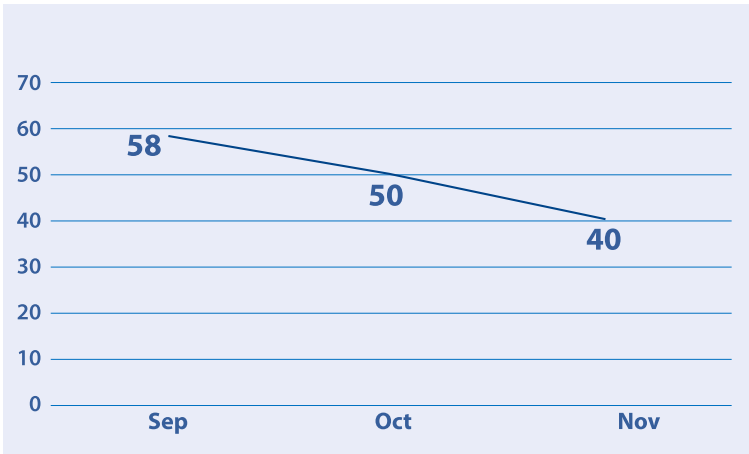
- 332,900 Impressions on 73 TWEETS & 386 RETWEETS
- 89 new FOLLOWERS
- 548 mentions
- 3460 profile visits

# FEEDBACK -

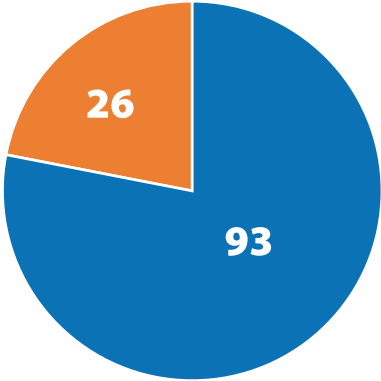
142 Complaints Received in November



40 Compliments Received in November



Complaints resolved at level one and two -



■ 93 complaints resolved at level one -      ■ 26 complaints resolved at level two -