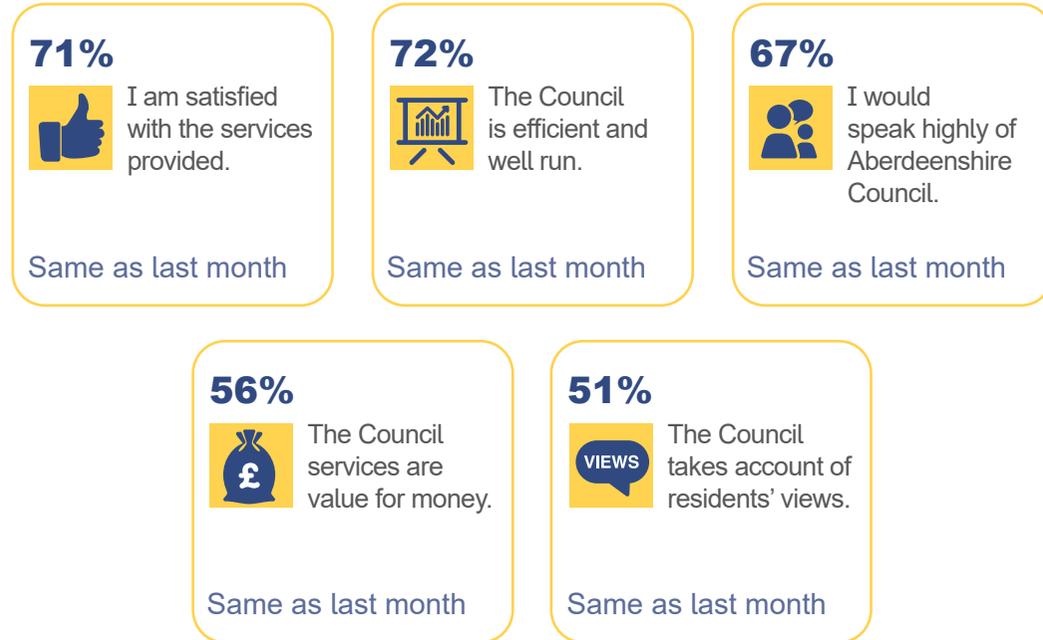


Aberdeenshire Council Reputation Tracker OCT 2022

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	63%	35%	2%
By telephone	69%	28%	3%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	22%	73%	5%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	70%	25%	5%
By telephone	70%	24%	6%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	36%	49%	15%

Rating of Methods of Contact Used:

Experience of using Council Website	84%	-
Experience of contacting Council by Telephone	80%	-
Experience of visiting Council Service Point	94%	-

Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	19%	-
Delivered face-to-face unless it is not practical to do so	16%	-
Experience of visiting Council Service Point	65%	-

Customer Care:

October		September		August	
					
Telephone Calls		Telephone Calls		Telephone Calls	
Calls Queued to Customer Services	13,012	Calls Queued to Customer Services	13,374	Calls Queued to Customer Services	15,522
Answered Call Volumes	9,067	Answered Call Volumes	9,210	Answered Call Volumes	8,895
					
Queries/Cases		Queries/Cases		Queries/Cases	
Total Queries	8,689	Total Queries	9,353	Total Queries	9,154
Queries solved at first point of contact	7,820	Queries solved at first point of contact	8,792	Queries solved at first point of contact	7,964
% of Queries solved at first point of contact (75% target)	90%	% of Queries solved at first point of contact (75% target)	94%	% of Queries solved at first point of contact (75% target)	87%
					
Email		Email		Email	
Email Queries	2,553	Email Queries	2,811	Email Queries	2,406
% of email Queries solved at first point of contact	97%	% of email Queries solved at first point of contact	97%	% of email Queries solved at first point of contact	97%
Webchat Queries	1,959	Webchat Queries	2,197	Webchat Queries	2,439
% of Webchat Queries solved at first point of contact	99%	% of Webchat Queries solved at first point of contact	99%	% of Webchat Queries solved at first point of contact	99%

Customer Care: Social Media



FACEBOOK in **OCTOBER**

- **38,929** Total number of **Followers**
- **+300 new FOLLOWERS**

Top Posts:

1st: PEOPLE REACHED 70,977

We are happy to advise that works have been completed today within our separate closure from 19-21st October so no further closure is required. The road is now fully open. To allow us to undertake essential carriageway patching works in Buchan, we will be closing the A950 at Flushing between Longside and Peterhead for 5 days from Monday (Oct 24).

2nd: PEOPLE REACHED 68,694

We know many people are struggling with the cost of living just now and we are signposting our communities to the different types of support available, whether it's government financial help to services and advice available locally.

3rd: PEOPLE REACHED 51,434

A £230,000 scheme of essential road improvements in Stonehaven will start on Monday (Oct 24). Our contractors Leiths (Scotland) Ltd will be improving the deteriorated road surfaces on Allardice Street, Bridgefield and Dunnottar Avenue, between Evan Street and Low Wood Road.



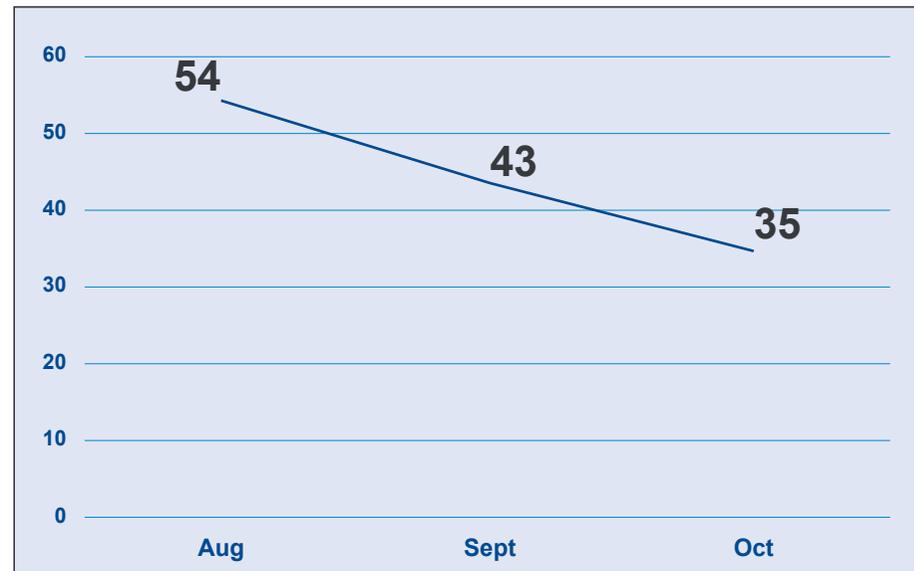
TWITTER in **OCTOBER**

- **37,326** Total number of **Followers**
- **118 new Followers**
- **89,600 Impressions** on **77 Tweets**
- **484** mentions
- **7,250** profile visits

111 Complaints Received in October



35 Compliments Received in October



178 Complaints Resolved

