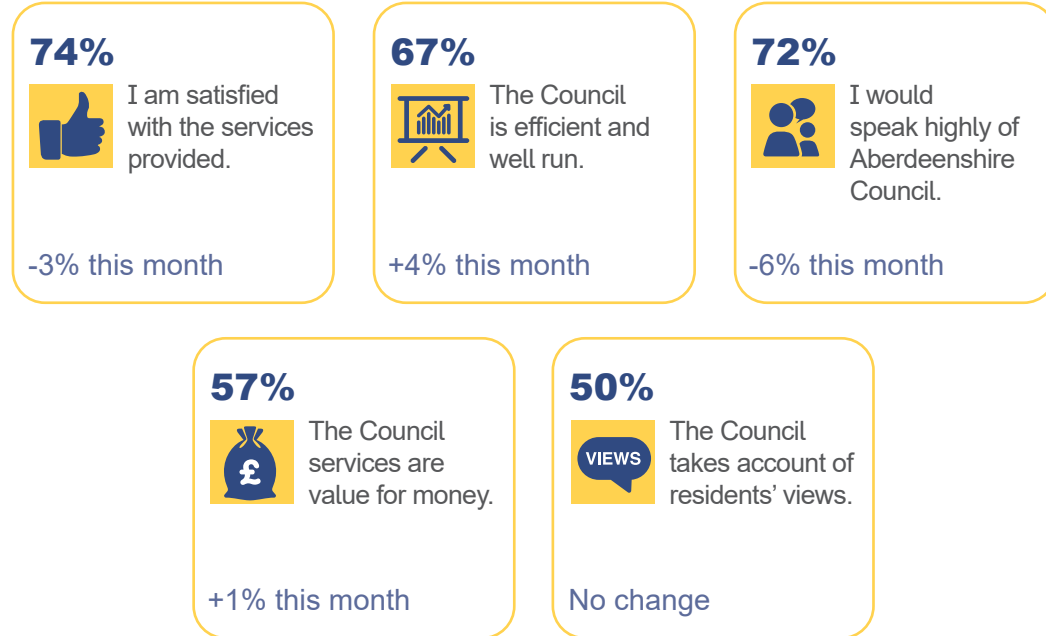


Aberdeenshire Council Reputation Tracker FEB 2023

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	61%	36%	3%
By telephone	71%	25%	4%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	21%	76%	3%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	63%	33%	5%
By telephone	73%	20%	7%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	17%	69%	13%




Rating of Methods of Contact Used:




Experience of using Council Website	85%	-5% this month
Experience of contacting Council by Telephone	79%	-7% this month
Experience of visiting Council Service Point	97%	-1% this month




Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	25%	
Delivered face-to-face unless it is not practical to do so	13%	
Experience of visiting Council Service Point	62%	

Customer Care:

February	
	
Telephone Calls	
Answered Call Volumes	9,306
	
Queries/Cases	
Total Queries	9,113
Queries solved at first point of contact	8,202
% of Queries solved at first point of contact (75% target)	90%
	
Email	
Email Queries	2,801
% of email Queries solved at first point of contact	97%
Webchat Queries	1,094
% of Webchat Queries solved at first point of contact	98%

January	
	
Telephone Calls	
Answered Call Volumes	8,953
	
Queries/Cases	
Total Queries	9,114
Queries solved at first point of contact	8,294
% of Queries solved at first point of contact (75% target)	91%
	
Email	
Email Queries	2,995
% of email Queries solved at first point of contact	97%
Webchat Queries	2,419
% of Webchat Queries solved at first point of contact	99%

December	
	
Telephone Calls	
Answered Call Volumes	8,531
	
Queries/Cases	
Total Queries	8,616
Queries solved at first point of contact	7,927
% of Queries solved at first point of contact (75% target)	92%
	
Email	
Email Queries	2,888
% of email Queries solved at first point of contact	98%
Webchat Queries	2,589
% of Webchat Queries solved at first point of contact	99%

Customer Care: Social Media



FACEBOOK in **FEBRUARY**

- **40,546** Total number of **Followers**
- **+684 new FOLLOWERS**

Top Posts:

1st: PEOPLE REACHED **65,274** ENGAGEMENT **11,286**

We can confirm that following further investigations at Castleton Bridge on the A947 today (Wed), we have been able to identify the cause of the issue impacting the structure which involved a large volume of water emerging from neighbouring land and travelling underground about 150 metres to exit through the bridge

2nd: PEOPLE REACHED **61,477** ENGAGEMENT **12,096**

Keep this letter safe! If you receive a letter from us about the £100 Scotland Loves Local Aberdeenshire Gift Card you must keep it safe! It contains your individual activation code which you will need before you can start spending at participating businesses. Further instructions on how to activate your gift card will arrive with your card within the next 2 weeks.

3rd: PEOPLE REACHED **61,123** ENGAGEMENT **1,834**

A project to provide Kemnay Academy with a bus park has been approved by Aberdeenshire Council's Garioch Area Committee. As well as a bus park providing 16 bays, space would be created for a drop off and pick up facility



TWITTER in **FEBRUARY**

- **37,920** Total number of **Followers**
- **88 new Followers**
- **157,000 Impressions** on **67 Tweets**
- **410** mentions
- **8,452** profile visits

Complaints:

Total Complaints Received	153
Total Complaints Closed	133
Frontline Complaints Received – Level 1	122
Frontline Complaints Closed – Level 1	112
Investigation Complaints Received – Level 2	31
Investigation Complaints Closed – Level	21