

Reputation Tracker - JULY 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

96%



I am satisfied with the services provided.

- 2% this month

85%



The Council is efficient and well run.

- 8% this month

84%



I would speak highly of Aberdeenshire Council.

- 7% this month

77%



The Council services are value for money.

-10% this month

75%



The Council takes account of residents' views.

-17% this month

95%



Aberdeenshire Council is doing a good job overall in its response to the Covid-19 pandemic.

+1% this month

Satisfaction key services

90%



Parks & open spaces
+32% this month

70%



Provision of appropriate housing
-5% this month

85%



Refuse collection
-5% this month

66%



Satisfaction with local roads
+9% this month

91%



Teaching & learning for school pupils
+17% this month

60%



Social work services
-20% this month

84%



Social care services
+28% this month

96%



Quality of customer services
+ 13% this month

Satisfaction with services

which are currently operating differently due to the COVID 19 pandemic

Views on communication Percentage of respondents agreeing with the following statements

99% - Feel well supported by the Council during the Covid-19 pandemic +16% this month

94% - Know where to access any services that they need during the Covid-19 pandemic +1% this month

97% - Have good awareness of the adjustments made to the Council Services in response to the Covid-19 pandemic +9% this month

71% - Know where to go to get information about Council Services during the Covid-19 pandemic -18% this month

CUSTOMER CARE

July



Telephone Calls

Calls Queued to Customer Services 25,959

Answered Call Volumes 14,137



Queries/Cases

Total Queries 14,058

Queries solved at first point of contact 12,749

% of Queries solved at first point of contact (75% target) 90.69%



Email

Email Queries 1,799

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

Webchat Queries 3,357

% of Webchat Queries solved at first point of contact 95.65%

June



Telephone Calls

Calls Queued to Customer Services 17,646

Answered Call Volumes 13,901



Queries/Cases

Total Queries 13,296

Queries solved at first point of contact 12,026

% of Queries solved at first point of contact (75% target) 90.45%



Email

Email Queries 1,259

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

Webchat Queries 3,764

% of Webchat Queries solved at first point of contact 97.50%

May



Telephone Calls

Calls Queued to Customer Services 11,616

Answered Call Volumes 10,188



Queries/Cases

Total Queries 9,903

Queries solved at first point of contact 8,886

% of Queries solved at first point of contact (75% target) 90%



Email

Email Queries 911

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

Webchat Queries 2,646

% of Webchat Queries solved at first point of contact 93%

CUSTOMER CARE

SOCIAL MEDIA

Top Posts FACEBOOK

1 PEOPLE REACHED 43,712

There are growing concerns that visitors making trips into the Aberdeenshire countryside are endangering not only each other, but livestock, wildlife and the environment. While most visitors continue to abide by the Scottish Outdoor Access Code and act responsibly as the easing of lockdown progresses, there are those who are treating the countryside with a total lack of respect. Both the Aberdeenshire Ranger Service and the Cairngorms National Park Authority have reported a significant rise in the number of incidents of barbecues which have resulted in several fires, along with large quantities of litter, broken glass, discarded camping equipment and evidence of toileting...

2 PEOPLE REACHED 40,247

Aberdeenshire Council is reopening public toilets at the North-east's country parks in time for this weekend. Council staff have been undertaking deep cleans of the facilities and a new three-times-a-day cleaning regime will be in place during the weeks ahead. The facilities at Aden Country Park, Mintlaw; Haughton Country Park, Alford; Haddo Country Park (Pheasantry), Ellon; and Balmedie Country Park are being cleaned and prepared for the weekend opening....

3 PEOPLE REACHED 36,100

After listening to your feedback, Aberdeenshire Council is introducing improved services at household recycling centres (HRCs) this week. Beginning tomorrow (Wednesday July 29), booking slots will be reduced from 30 minutes to 15 minutes to reduce queues at the start of appointments. Beginning on Saturday August 1, residents will be allowed to book 8 slots over a 4-week period, rather than the current 2 slots per week...

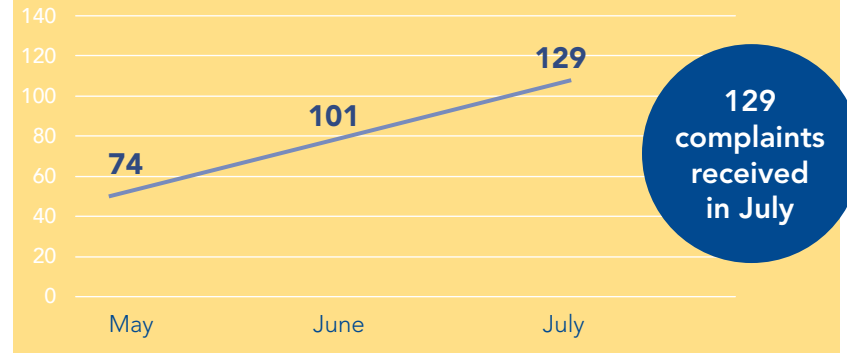
TWITTER in JULY



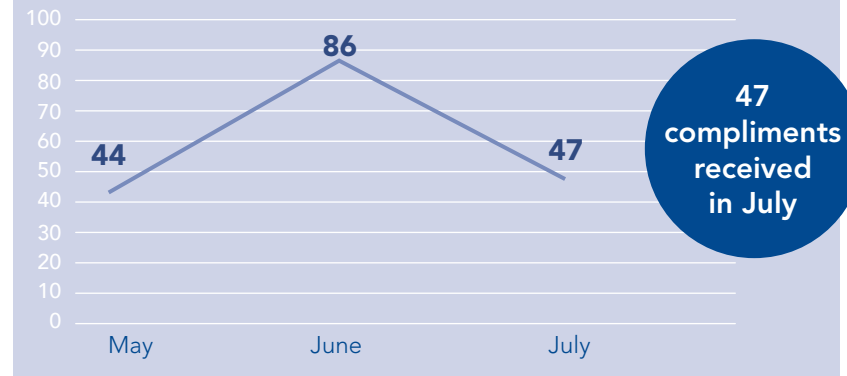
- 33,700 followers on TWITTER
- 228,700 Impressions on 64 TWEETS & 348 RETWEETS
- 16 new FOLLOWERS
- 480 mentions
- 1582 profile visits

FEEDBACK

Complaints received.



Compliments received.



Complaints resolved at level one and two.

