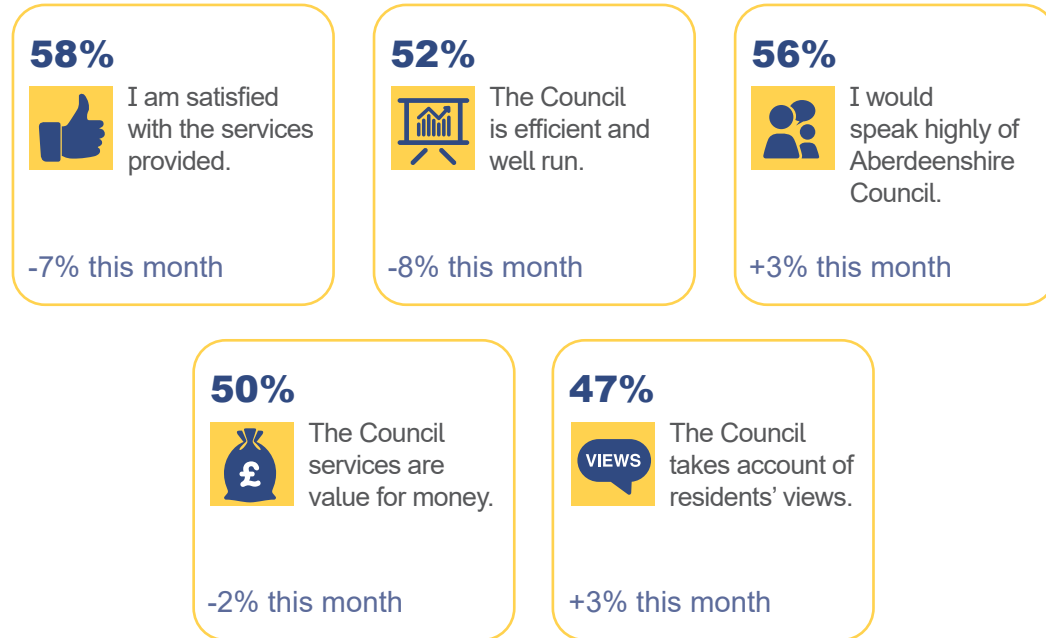


Aberdeenshire Council Reputation Tracker May 2024

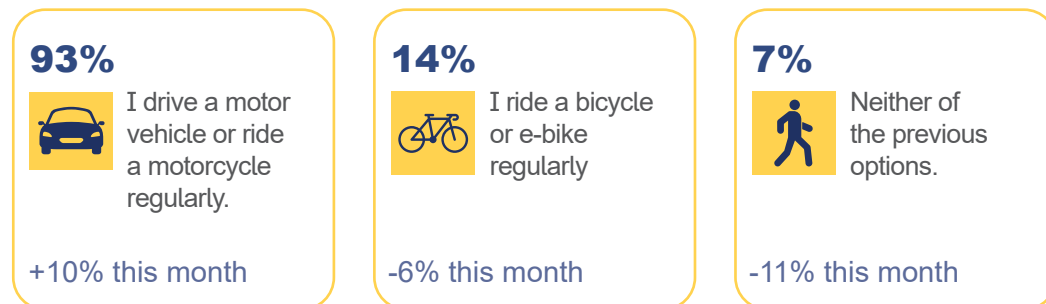
Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

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	53%	41%	7%
By telephone	61%	32%	7%
By visiting one of the Council's service points across Aberdeenshire	21%	73%	7%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	61%	31%	8%
By telephone	69%	24%	7%
By visiting one of the Council's service points across Aberdeenshire	41%	52%	8%





Rating of Methods of Contact Used:





Experience of using Council Website	80%	+8% this month
Experience of contacting Council by Telephone	76%	+17% this month
Experience of visiting Council Service Point	97%	+4% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	19%	+3% this month
Delivered face-to-face unless it is not practical to do so	13%	-1% this month
Delivered both remotely and face-to-face	68%	-2% this month

Customer Care:

May	
Telephone Calls	
Answered Call Volumes	9,595
Queries/Cases	
Total Queries	9,885
Queries solved at first point of contact	8,699
% of Queries solved at first point of contact (75% target)	88%
Email	
Email Queries	2,749
% of email Queries solved at first point of contact	98%
Webchat Queries	2,430
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	4,058
% of Queries in person solved at first point of contact	97%

April	
Telephone Calls	
Answered Call Volumes	8,566
Queries/Cases	
Total Queries	8,769
Queries solved at first point of contact	7,893
% of Queries solved at first point of contact (75% target)	90%
Email	
Email Queries	3,594
% of email Queries solved at first point of contact	98%
Webchat Queries	2,175
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	6,424
% of Queries in person solved at first point of contact	97%

March	
Telephone Calls	
Answered Call Volumes	8,368
Queries/Cases	
Total Queries	8,612
Queries solved at first point of contact	7,665
% of Queries solved at first point of contact (75% target)	89%
Email	
Email Queries	2,780
% of email Queries solved at first point of contact	98%
Webchat Queries	1,870
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	6,272
% of Queries in person solved at first point of contact	97%

Customer Care: Social Media



FACEBOOK in **MAY**

- **43,839** Total number of **Followers**
- **57 less Followers**

Top Posts:

1st: PEOPLE REACHED **791,528** ENGAGEMENT **34,136**

VIDEO - Alford this morning. The Royal Regiment of Scotland.

2nd: PEOPLE REACHED **289,824** ENGAGEMENT **19,513**

VIDEO - The parade in Laurencekirk to finish off a brilliant weekend.

3rd: PEOPLE REACHED **74,312** ENGAGEMENT **5,491**

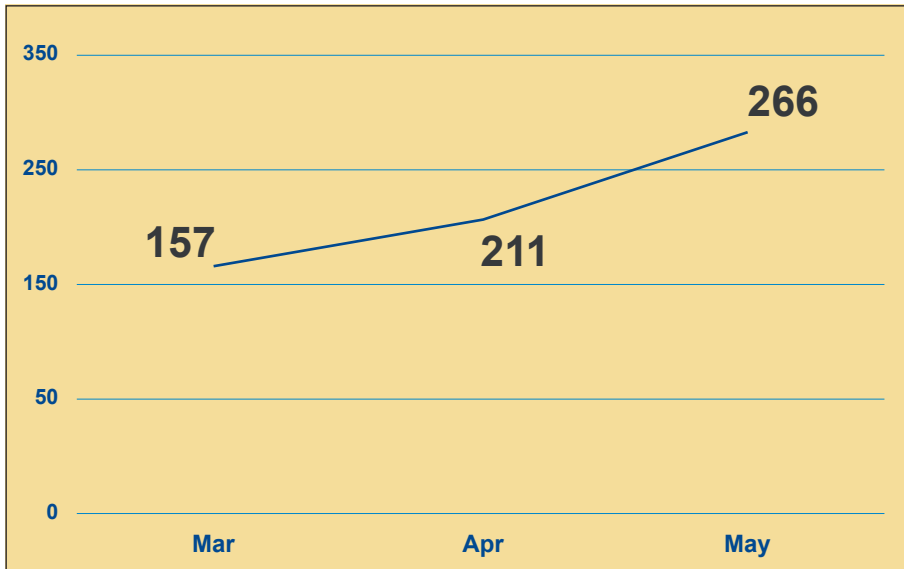
Roads and Infrastructure Services is currently carrying out a review of its Winter Maintenance Policy.



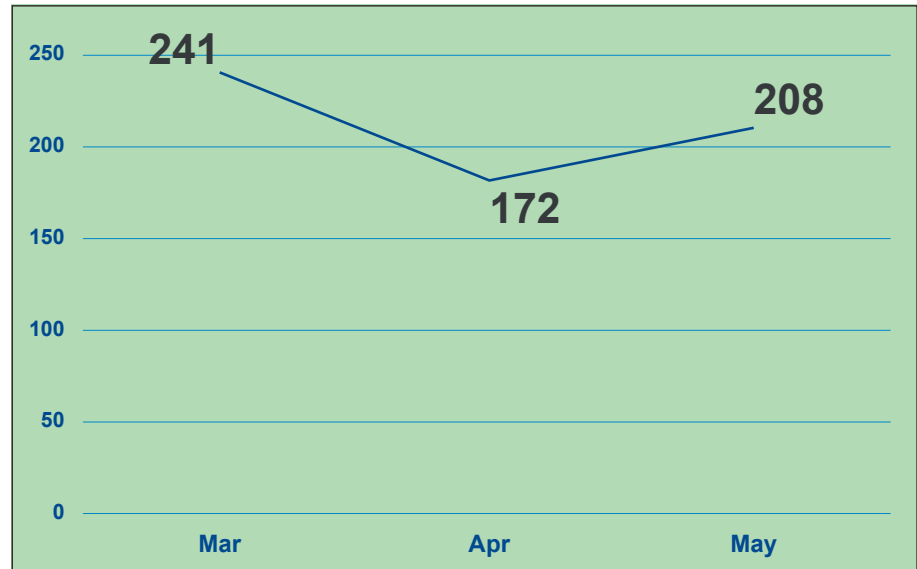
TWITTER in **MAY**

- **38,627** Total number of **Followers**
- **+5 Followers**
- **45,487 Impressions** on **40 Tweets**
- **1,871 Engagements**
- **93 Profile Visits**

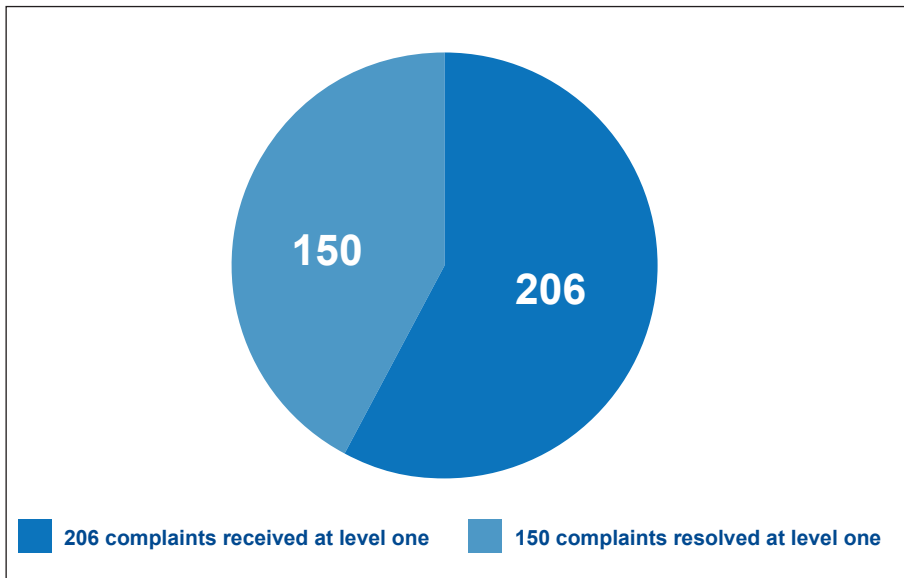
266 Complaints Received in May



208 Complaints Closed in May



Frontline Complaints



Investigation Complaints

