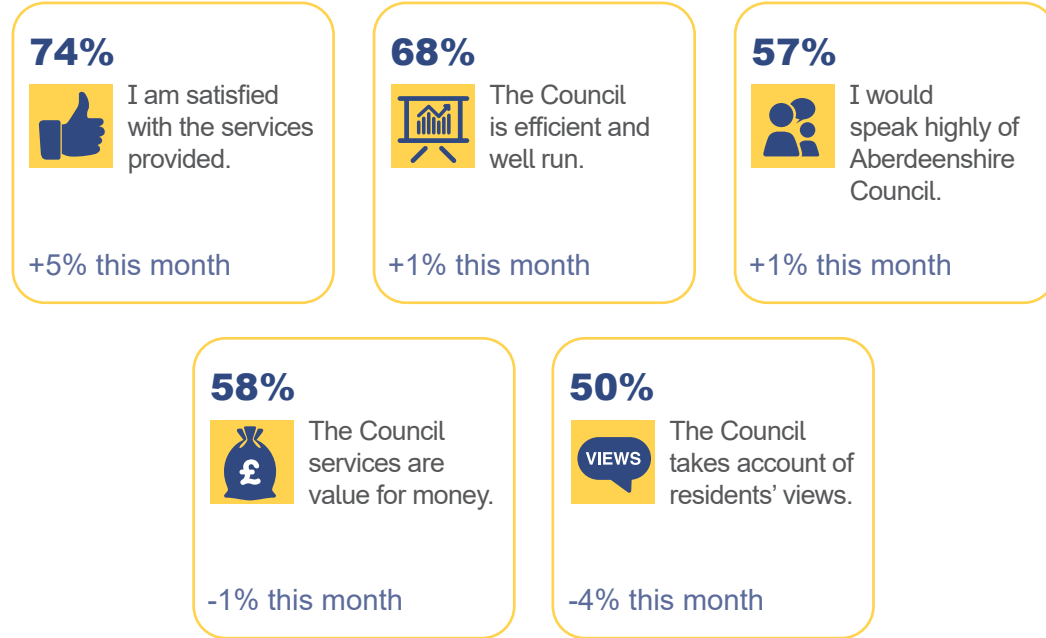


Aberdeenshire Council Reputation Tracker Mar 2024

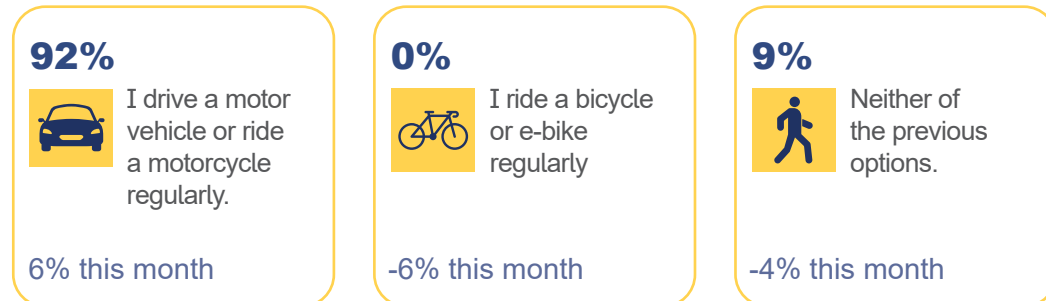
Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

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	48%	47%	5%
By telephone	55%	40%	5%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	7%	84%	9%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	56%	31%	13%
By telephone	57%	29%	14%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	9%	64%	27%





Rating of Methods of Contact Used:





Experience of using Council Website	94%	+8% this month
Experience of contacting Council by Telephone	86%	+10% this month
Experience of visiting Council Service Point	100%	+9% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	41%	+9% this month
Delivered face-to-face unless it is not practical to do so	15%	+2% this month
Delivered both remotely and face-to-face	44%	-11% this month

Customer Care:

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%

February	
Telephone Calls	
Answered Call Volumes	8,507
Queries/Cases	
Total Queries	8,808
Queries solved at first point of contact	7,927
% of Queries solved at first point of contact (75% target)	90%
Email	
Email Queries	4,119
% of email Queries solved at first point of contact	98%
Webchat Queries	1,772
% of Webchat Queries solved at first point of contact	100%
Personal Visits	
Queries in person	5,774
% of Queries in person solved at first point of contact	97%

January	
Telephone Calls	
Answered Call Volumes	9,079
Queries/Cases	
Total Queries	9,359
Queries solved at first point of contact	8,517
% of Queries solved at first point of contact (75% target)	91%
Email	
Email Queries	4,026
% of email Queries solved at first point of contact	98%
Webchat Queries	3,060
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	5,656
% of Queries in person solved at first point of contact	98%

Customer Care: Social Media



FACEBOOK in **MARCH**

- **43,775** Total number of **Followers**
- **34 new Followers**

Top Posts:

1st: PEOPLE REACHED **80,734** ENGAGEMENT **1,946**

Thanks to financial support from the Crown Estate's Coastal Communities Fund, we are about to carry out significant repairs and refurbishment to the very popular Scotstown Beach car park at St Fergus. Work is due to begin on Monday (March 11) and is expected to take three weeks to complete. During this period the car park will be closed to the public and we apologise for this temporary inconvenience.

2nd: PEOPLE REACHED **48,603** ENGAGEMENT **1,132**

Road users are being advised of a 5-day road closure of the B9029 Old Deer to Maud road (from Abbey Street to the 30mph zone at Maud) for carriageway works. The closure starts next Wednesday (March 13) and the formal diversion is via Abbey Street, Old Deer, B9030, A950, B9106, Victoria Road, Maud, Station Road, Deer Road East and the B9029.

3rd: PEOPLE REACHED **46,804** ENGAGEMENT **1,121**

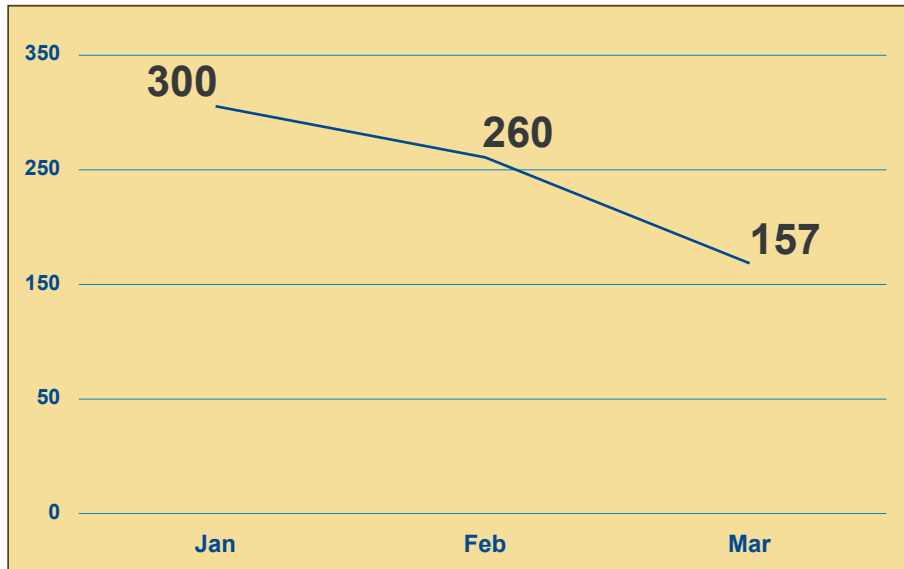
While we're expecting the rain to clear this evening, it's going to turn cold overnight with road surface temperatures falling below zero across Aberdeenshire - that will bring the risk of patchy ice and a touch of hoar frost. We might see some sleet and snow mixed in on the ski routes this afternoon but that's probably going to struggle settling on the roads.



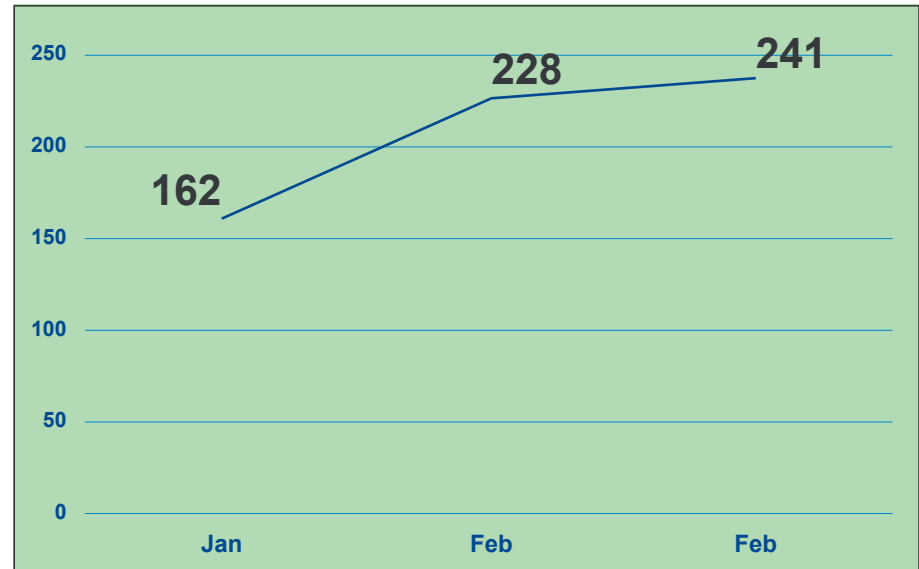
TWITTER in **MARCH**

- **38,619** Total number of **Followers**
- **-4 Followers**
- **35,059 Impressions** on **53 Tweets**
- **822 Engagements**
- **21 Profile Visits**

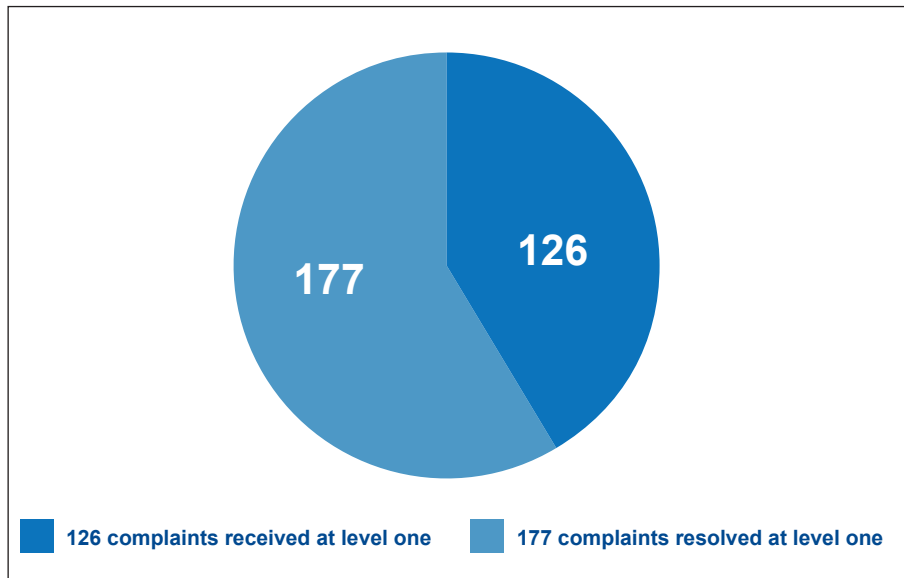
260 Complaints Received in March



228 Complaints Closed in March



Frontline Complaints



Investigation Complaints

