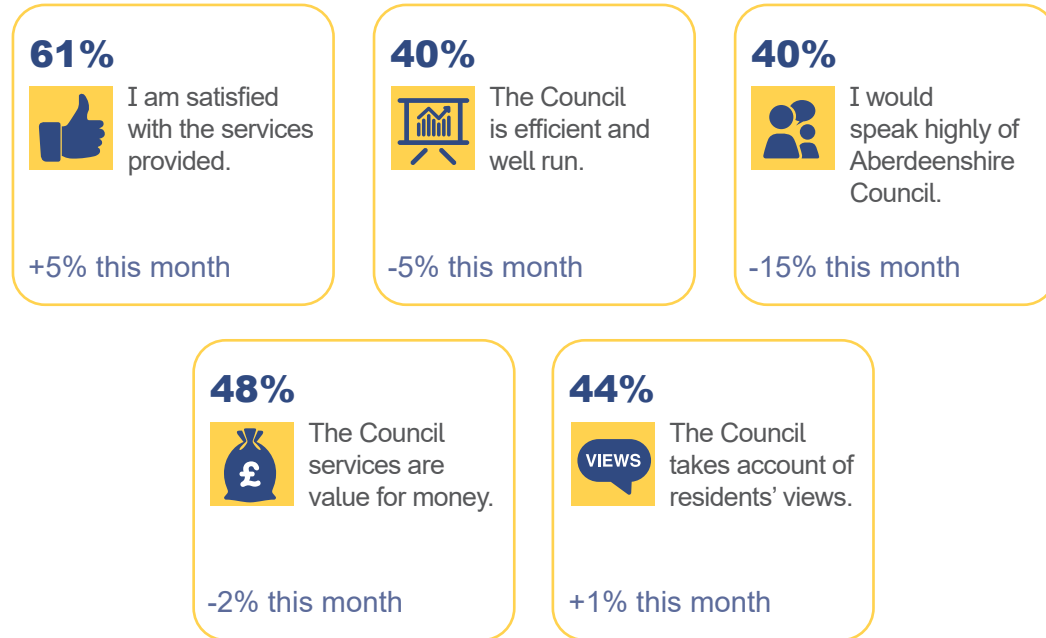


Aberdeenshire Council Reputation Tracker July 2024

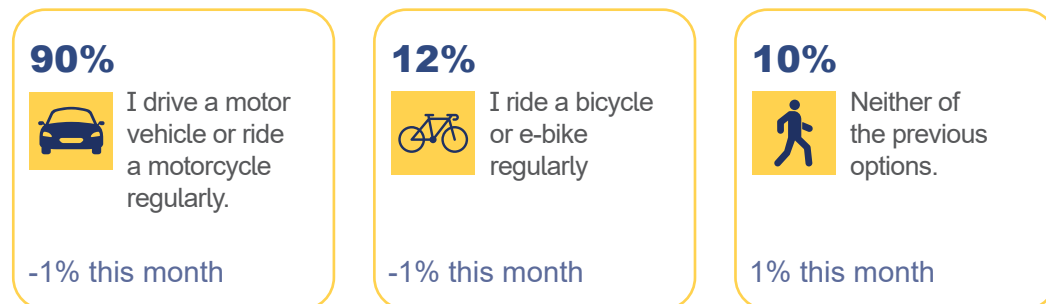
Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

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	60%	28%	13%
By telephone	57%	30%	13%
By visiting one of the Council's service points across Aberdeenshire	46%	38%	16%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	69%	18%	13%
By telephone	72%	15%	13%
By visiting one of the Council's service points across Aberdeenshire	46%	38%	16%





Rating of Methods of Contact Used:





Experience of using Council Website	80%	-3% this month
Experience of contacting Council by Telephone	74%	-5% this month
Experience of visiting Council Service Point	95%	+5% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	11%	-3% this month
Delivered face-to-face unless it is not practical to do so	7%	-5% this month
Delivered both remotely and face-to-face	82%	+8% this month

Customer Care:

July	
Telephone Calls	
Answered Call Volumes	9,462
Queries/Cases	
Total Queries	9,679
Queries solved at first point of contact	8,518
% of Queries solved at first point of contact (75% target)	88%
Email	
Email Queries	2,504
% of email Queries solved at first point of contact	98%
Webchat Queries	2,223
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	3,836
% of Queries in person solved at first point of contact	98%

June	
Telephone Calls	
Answered Call Volumes	8,935
Queries/Cases	
Total Queries	9,113
Queries solved at first point of contact	8,032
% of Queries solved at first point of contact (75% target)	88%
Email	
Email Queries	2,105
% of email Queries solved at first point of contact	97%
Webchat Queries	1,931
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	3,483
% of Queries in person solved at first point of contact	98%

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%

Customer Care: Social Media



FACEBOOK in **JULY**

- **45,458** Total number of **Followers**
- **442 more Followers**

Top Posts:

1st: PEOPLE REACHED **165,012** ENGAGEMENT **21,894**

Road users should be aware that owing to the installation of speed camera units, the A952 northbound at Toll of Birness will be subject to a closure from next Monday (July 22) for four days. Due to the requirement that a diversion must divert to roads that are the same class as the one that is closed, the formal detour is via the A90T (Peterhead), A950 (Mintlaw) and A952 (Toll of Birness).

2nd: PEOPLE REACHED **65,240** ENGAGEMENT **5,147**

Within the Yellow Warning area in Banff & Buchan and Buchan, we have numerous reports of flooding causing roads to be closed at short notice. Most road drainage systems are now at capacity and will only clear when outfalls and sewers return to normal levels. SEPA has issued an updated flood alert for Aberdeenshire with the potential for localised flooding impacts from rivers and surface water, particularly to low-lying land roads and properties.

3rd: PEOPLE REACHED **49,702** ENGAGEMENT **3,096**

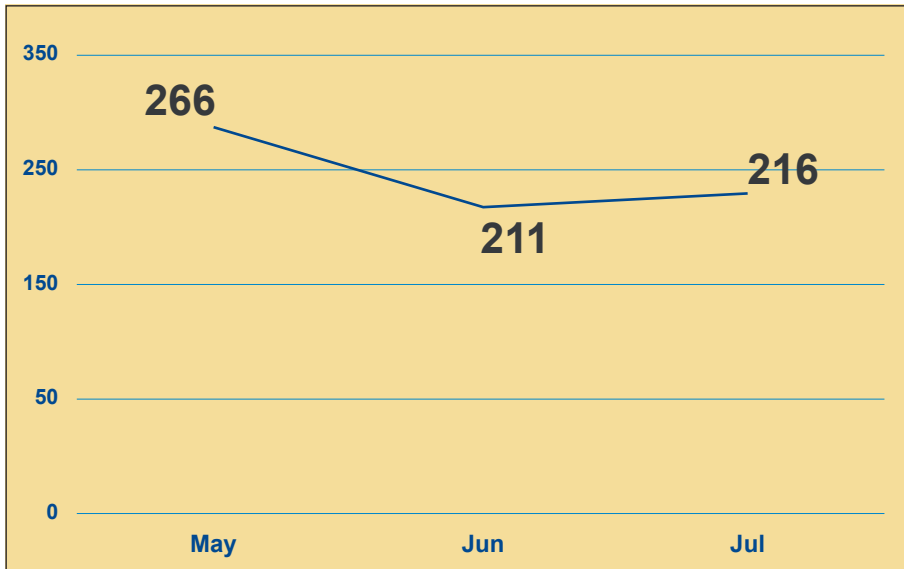
3,096 We've been awarded £309,409 of #NationalLottery funding by The National Lottery Heritage Fund to develop plans to transform the historic Arbuthnot House into a new museum, housing artefacts including the Deskford Carnyx—a rare early Celtic trumpet. We are one of six projects across the UK that have been awarded a share of £7.6m to boost skills and opportunities within communities as well as save and reimagine some incredible industrial, maritime, and transport heritage.



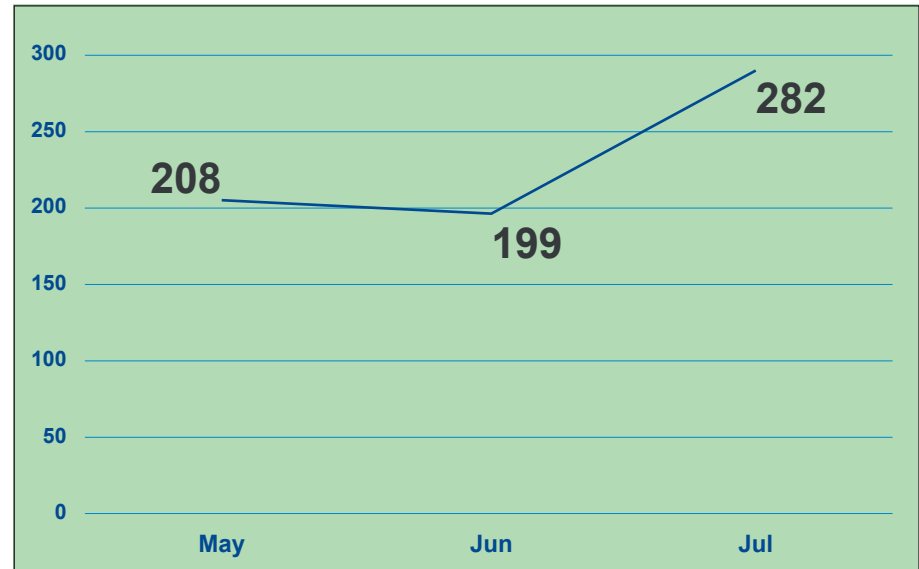
TWITTER in **JULY**

- **38,624** Total number of **Followers**
- **-34 Followers**
- **90,644 Impressions** on **68 Tweets**
- **1,996 Engagements**

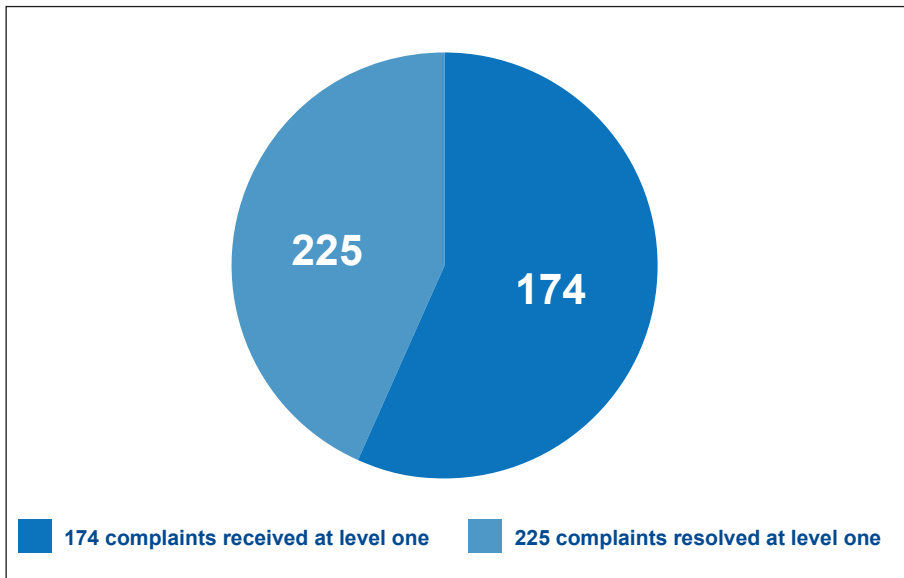
211 Complaints Received in July



199 Complaints Closed in July



Frontline Complaints



Investigation Complaints

