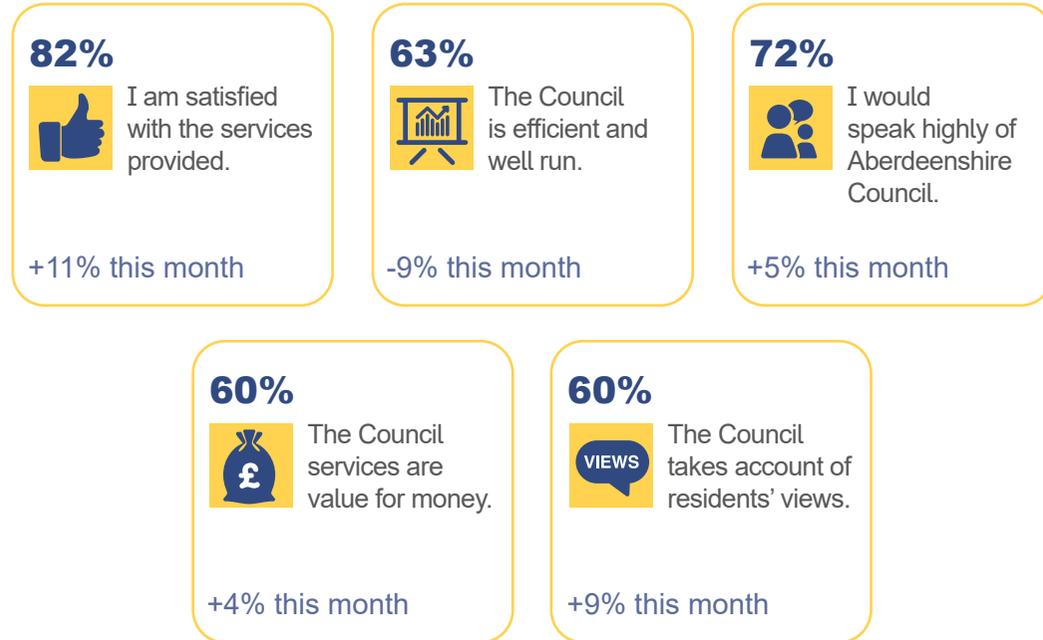


Aberdeenshire Council Reputation Tracker NOV 2022

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	64%	35%	1%
By telephone	77%	22%	1%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	18%	78%	4%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	72%	25%	3%
By telephone	79%	19%	2%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	22%	69%	9%

Rating of Methods of Contact Used:

Experience of using Council Website	93%	+9% this month
Experience of contacting Council by Telephone	85%	+5% this month
Experience of visiting Council Service Point	100%	+6% this month

Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	32%	+13% this month
Delivered face-to-face unless it is not practical to do so	13%	-3% this month
Experience of visiting Council Service Point	55%	-10% this month

Customer Care:

November		October		September	
					
Telephone Calls		Telephone Calls		Telephone Calls	
Calls Queued to Customer Services	11,411	Calls Queued to Customer Services	13,012	Calls Queued to Customer Services	13,374
Answered Call Volumes	9,436	Answered Call Volumes	9,067	Answered Call Volumes	9,210
					
Queries/Cases		Queries/Cases		Queries/Cases	
Total Queries	9,556	Total Queries	8,689	Total Queries	9,353
Queries solved at first point of contact	8,792	Queries solved at first point of contact	7,820	Queries solved at first point of contact	8,792
% of Queries solved at first point of contact (75% target)	92%	% of Queries solved at first point of contact (75% target)	90%	% of Queries solved at first point of contact (75% target)	94%
					
Email		Email		Email	
Email Queries	2,886	Email Queries	2,553	Email Queries	2,811
% of email Queries solved at first point of contact	98%	% of email Queries solved at first point of contact	97%	% of email Queries solved at first point of contact	97%
Webchat Queries	2,049	Webchat Queries	1,959	Webchat Queries	2,197
% of Webchat Queries solved at first point of contact	100%	% of Webchat Queries solved at first point of contact	99%	% of Webchat Queries solved at first point of contact	99%

Customer Care: Social Media



FACEBOOK in **NOVEMBER**

- **39,248** Total number of **Followers**
- **+319 new FOLLOWERS**

Top Posts:

1st: PEOPLE REACHED 101,661

We now have an AMBER weather warning in place for parts of Aberdeenshire. Please take steps now to look at the warning area, timings, and be ready to protect your property or business if required.

2nd: PEOPLE REACHED 92,753

You will likely have heard that teaching unions the Educational Institute of Scotland (EIS) and Association of Headteachers and Deputes in Scotland (AHDS) will be holding strike action on Thursday, November 24. This action relates to a national dispute.

3rd: PEOPLE REACHED 86,567

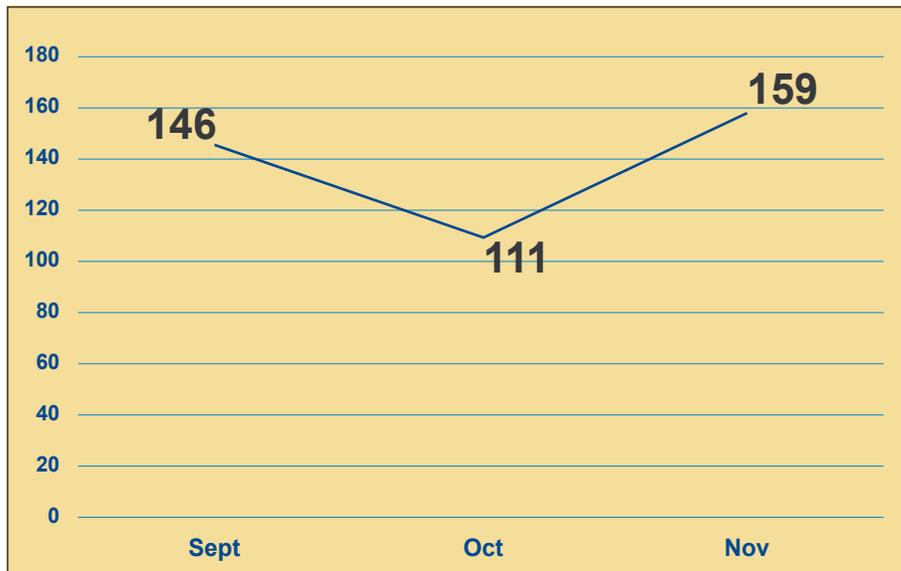
The trial begins next week for changes to household recycling centre bookings. From 28 November, there will be three systems in play: the current system, a non-booking system, and a hybrid of the two.



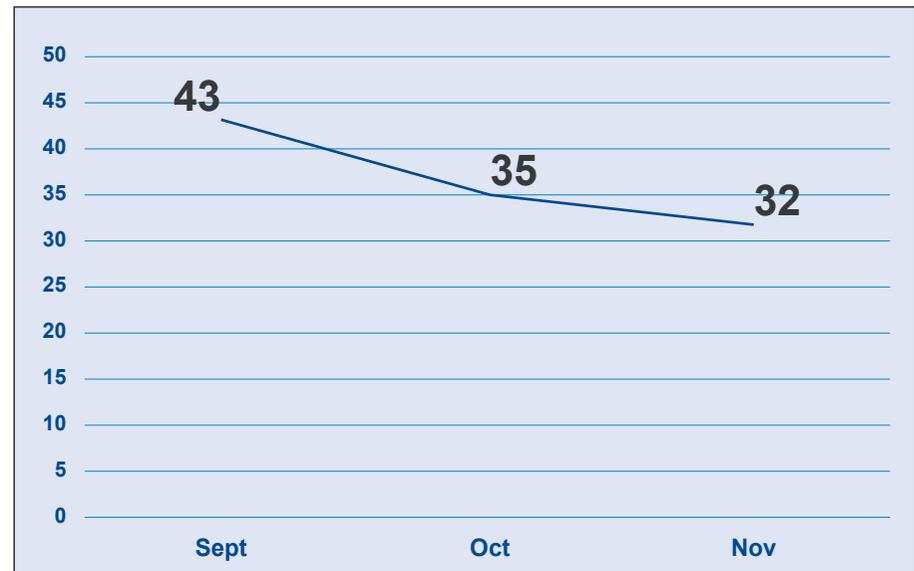
TWITTER in **NOVEMBER**

- **37,459** Total number of **Followers**
- **133 new Followers**
- **291,000 Impressions** on **68 Tweets**
- **631** mentions
- **20,000** profile visits

159 Complaints Received in November



32 Compliments Received in November



299 Complaints Resolved

