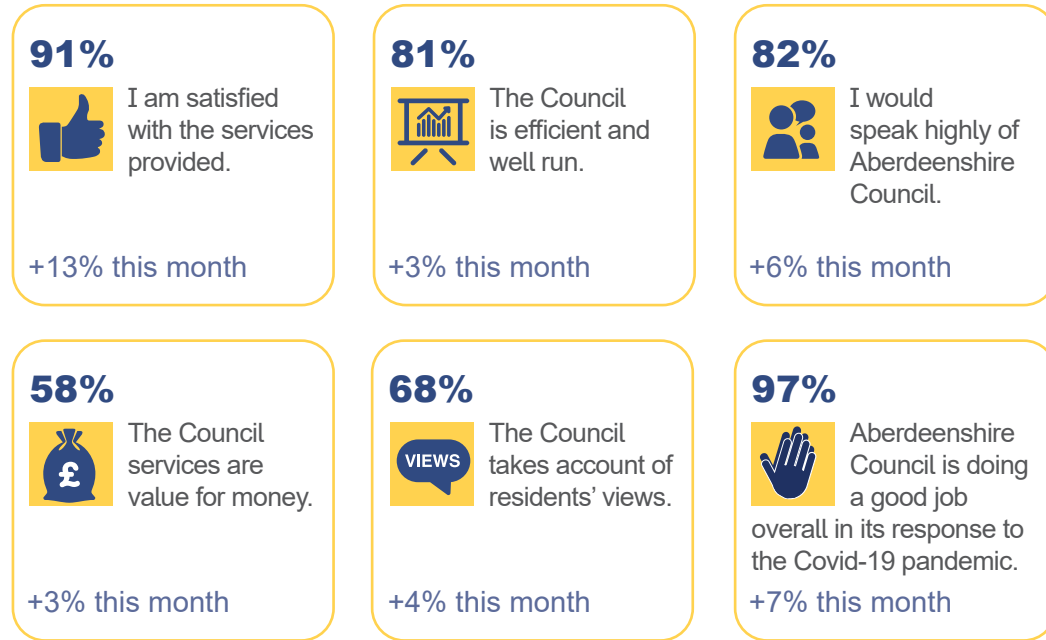


# Aberdeenshire Council Reputation Tracker JULY 2021

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

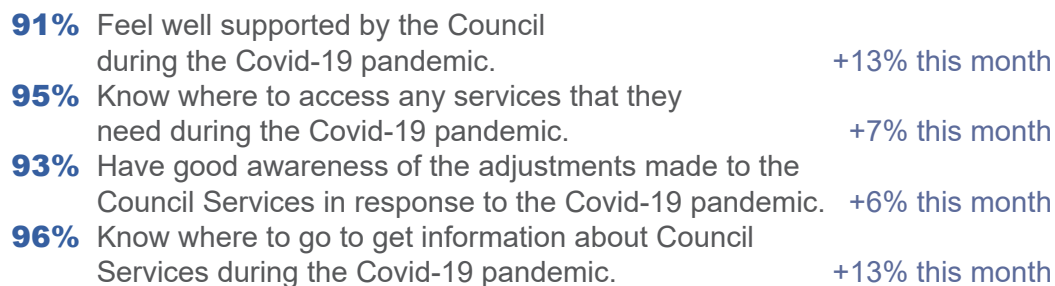
## Reputation:

Percentage of respondents agreeing with the following statements



## Views on communication:

Percentage of respondents agreeing with the following statements



## Satisfaction key services:

### Parks & open spaces



### Refuse collection



### Provision of appropriate housing



### Satisfaction with local roads



## Satisfaction with services which are currently operating differently due to the Covid 19 pandemic:

### Quality of customer services



### Social work services



### Library services



### Sports and physical activities



### Teaching & learning for school pupils






### Social care services









### Museums and visitor attractions



## Customer Care:

<b>July</b>	
	
<b>Telephone Calls</b>	
Calls Queued to Customer Services	15,179
Answered Call Volumes	9,988
	
<b>Queries/Cases</b>	
Total Queries	10,304
Queries solved at first point of contact	8,655
% of Queries solved at first point of contact (75% target)	84%
	
<b>Email</b>	
Email Queries	2,307
% of email Queries solved at first point of contact	98%
Webchat Queries	2,106
% of Webchat Queries solved at first point of contact	97%

<b>June</b>	
	
<b>Telephone Calls</b>	
Calls Queued to Customer Services	18,116
Answered Call Volumes	11,611
	
<b>Queries/Cases</b>	
Total Queries	11,818
Queries solved at first point of contact	10,163
% of Queries solved at first point of contact (75% target)	86%
	
<b>Email</b>	
Email Queries	2,586
% of email Queries solved at first point of contact	97%
Webchat Queries	2,142
% of Webchat Queries solved at first point of contact	98%

<b>May</b>	
	
<b>Telephone Calls</b>	
Calls Queued to Customer Services	15,431
Answered Call Volumes	11,022
	
<b>Queries/Cases</b>	
Total Queries	1,094
Queries solved at first point of contact	9,675
% of Queries solved at first point of contact (75% target)	88%
	
<b>Email</b>	
Email Queries	2,573
% of email Queries solved at first point of contact	98%
Webchat Queries	2,010
% of Webchat Queries solved at first point of contact	95%

## Customer Care: Social Media



### Top Posts: **FACEBOOK**

#### **1st: PEOPLE REACHED 72,726**

On August 1st, we will be introducing changes to the current limit system at household recycling centres (HRCs).

The current system, which was implemented in April, restricts commercial-type vehicles from entering HRCs in an effort to divert business waste from these facilities and improve recycling services for householders.

However, after listening to your concerns, we have decided to make the following amendments to this system... (continued)

#### **2nd: PEOPLE REACHED 59,513**

We love Aberdeenshire and we love a bit of summer sunshine and some fun activities, but once again it has been heart-breaking to see the mess left in some of our beauty spots.

These photos were taken in recent weeks Loch of Skene – where litter and abandoned camping equipment was left strewn across many sites – not to mention damage to trees for campfires and the disgusting used toilet roll which has unfortunately become a common sight.

Every weekend our Waste teams have to deal with this filthy mess - in many cases supported by local residents doing their bit to clean up after inconsiderate visitors. So please use the bins where they are provided or take your rubbish home and put it in your own bin... (continued)

#### **3rd: PEOPLE REACHED 36,025**

Aberdeenshire and Aberdeen City Council are hosting stage 8, the final stage, of the Tour of Britain, coming here in September! Head online <https://tourofbritain.co.uk/scotland-to-host-2021-tour-of-b...> to see the announcement, and the detailed map showing where the teams will be heading.

Aberdeenshire Council leader Cllr Andy Kille said: "The route announcement of the final stage of the Tour of Britain is something we have long waited for and feels incredibly significant for our region. Seeing the teams line up in Stonehaven and then taking on some of our spectacular climbs and sprint stretches will be exciting. The eyes of the world will be on us.

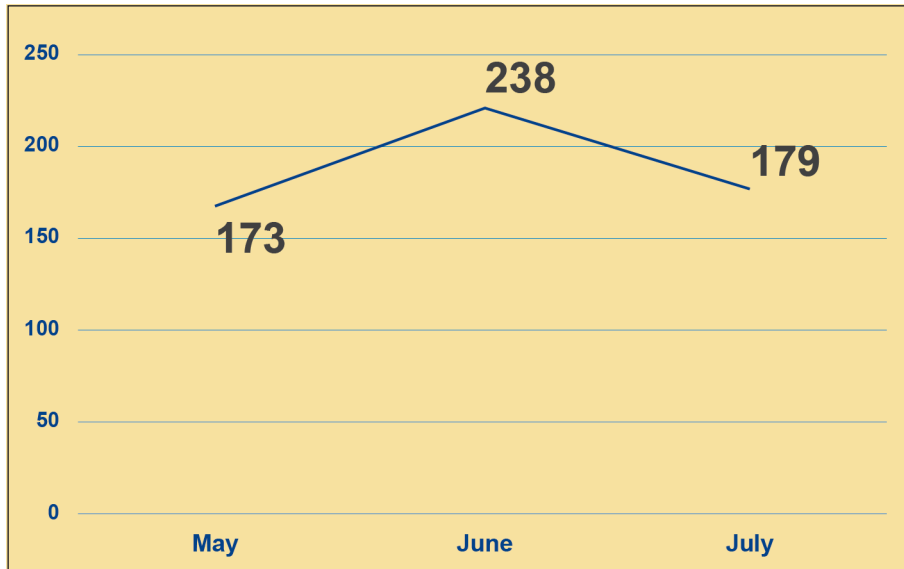
"I am aware that the team are working hard behind the scenes to make sure that this event can go ahead as safely as possible, and I want to reassure our communities that everything is being done to ensure we are delivering this race in line with regulations and safety measures."



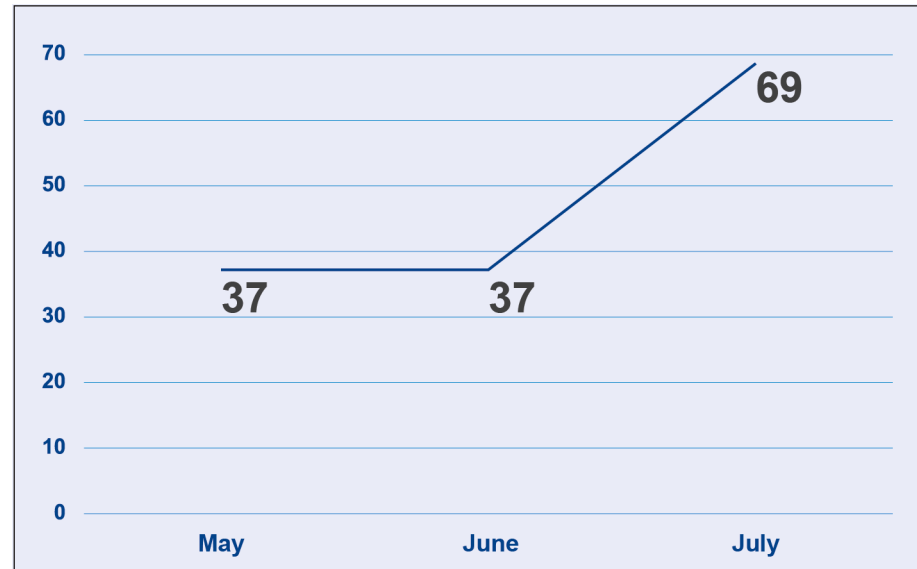
### TWITTER in **FEBRUARY**

- **300,100 Impressions** on **74 TWEETS & 319 RETWEETS**
- **82** new **FOLLOWERS**
- **612** mentions
- **11,200** profile visits

### 179 Complaints Received in July



### 69 Compliments Received in July



### 143 Complaints Resolved

