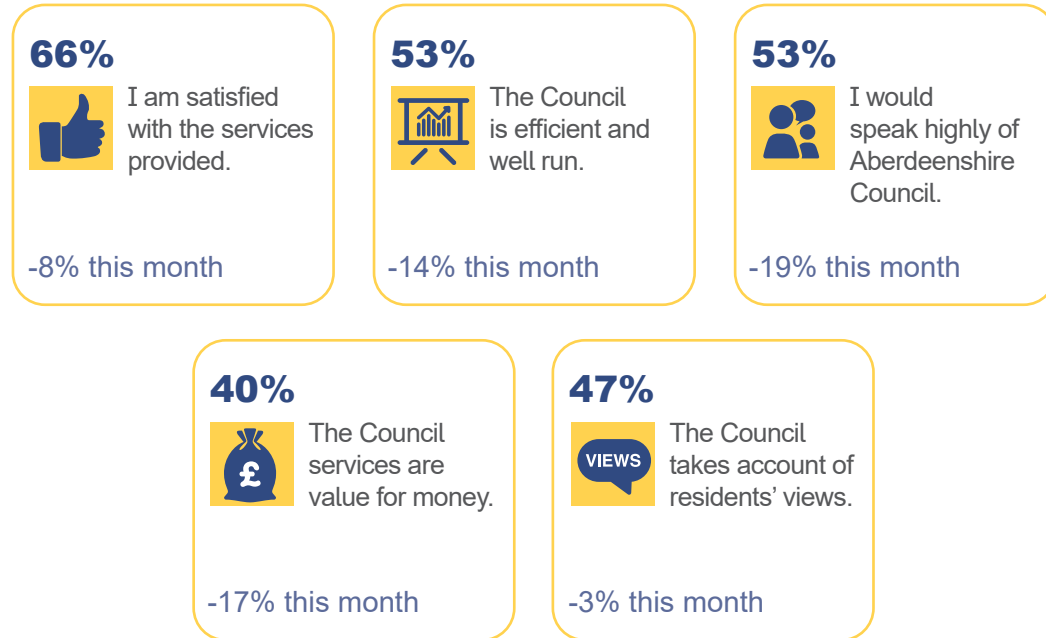


Aberdeenshire Council Reputation Tracker MAR 2023

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	61%	37%	2%
By telephone	63%	33%	3%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	20%	77%	3%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	67%	27%	5%
By telephone	75%	21%	4%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	29%	62%	9%




Rating of Methods of Contact Used:




Experience of using Council Website	84%	-1% this month
Experience of contacting Council by Telephone	76%	-3% this month
Experience of visiting Council Service Point	97%	No change this month




Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	29%	+4% this month
Delivered face-to-face unless it is not practical to do so	13%	No change this month
Experience of visiting Council Service Point	58%	-4% this month

Customer Care:

March	
	
Telephone Calls	
Answered Call Volumes	11,316
	
Queries/Cases	
Total Queries	11,498
Queries solved at first point of contact	10,463
% of Queries solved at first point of contact (75% target)	91%
	
Email	
Email Queries	2,972
% of email Queries solved at first point of contact	97%
Webchat Queries	2,509
% of Webchat Queries solved at first point of contact	99%

February	
	
Telephone Calls	
Answered Call Volumes	9,306
	
Queries/Cases	
Total Queries	9,113
Queries solved at first point of contact	8,202
% of Queries solved at first point of contact (75% target)	90%
	
Email	
Email Queries	2,801
% of email Queries solved at first point of contact	97%
Webchat Queries	1,094
% of Webchat Queries solved at first point of contact	98%

January	
	
Telephone Calls	
Answered Call Volumes	8,953
	
Queries/Cases	
Total Queries	9,114
Queries solved at first point of contact	8,294
% of Queries solved at first point of contact (75% target)	91%
	
Email	
Email Queries	2,995
% of email Queries solved at first point of contact	97%
Webchat Queries	2,419
% of Webchat Queries solved at first point of contact	99%

Customer Care: Social Media



FACEBOOK in **MARCH**

- **40,650** Total number of **Followers**
- **+104 new FOLLOWERS**

Top Posts:

1st: PEOPLE REACHED **84,656** ENGAGEMENT **5,417**

A post relating to the agricultural lorry crash which seriously damaged Bridgeton Bridge, Alford, forcing closure of the A980 for 11 weeks – also detailing the formal detour arrangements.

2nd: PEOPLE REACHED **82,062** ENGAGEMENT **6,367**

Our new affordable housing development in Fraserburgh is to be named after one of the town's most famous sons, iconic fashion designer Bill Gibb. The 16 one-bedroom flats which will bear the name Bill Gibb Court are being developed on the site of the old Fraserburgh Academy by contractor Chap Construction Ltd on the corner of Dennyduff Road and Finlayson Street. The naming is in tribute to the former Fraserburgh Academy pupil who went on to become one of the most influential designers in the 1960s and 70s, creating outfits for the likes of Twiggy and Bianca Jagger.

3rd: PEOPLE REACHED **81,672** ENGAGEMENT **26,394**

A stock of more than 20,000 bins is primed for changes to recycling and waste collections that will roll out across Aberdeenshire this year. This is the first set of stock deliveries that will ultimately service more than 120,000 households with a new kerbside collection strategy to increase recycling rates and cut unnecessary waste.



TWITTER in **MARCH**

- **38,000** Total number of **Followers**
- **62 new Followers**
- **157,000 Impressions** on **67 Tweets**
- **400** mentions
- **9,937** profile visits

Complaints:

Total Complaints Received	195
Total Complaints Closed	211
Frontline Complaints Received – Level 1	160
Frontline Complaints Closed – Level 1	162
Investigation Complaints Received – Level 2	35
Investigation Complaints Closed – Level	39