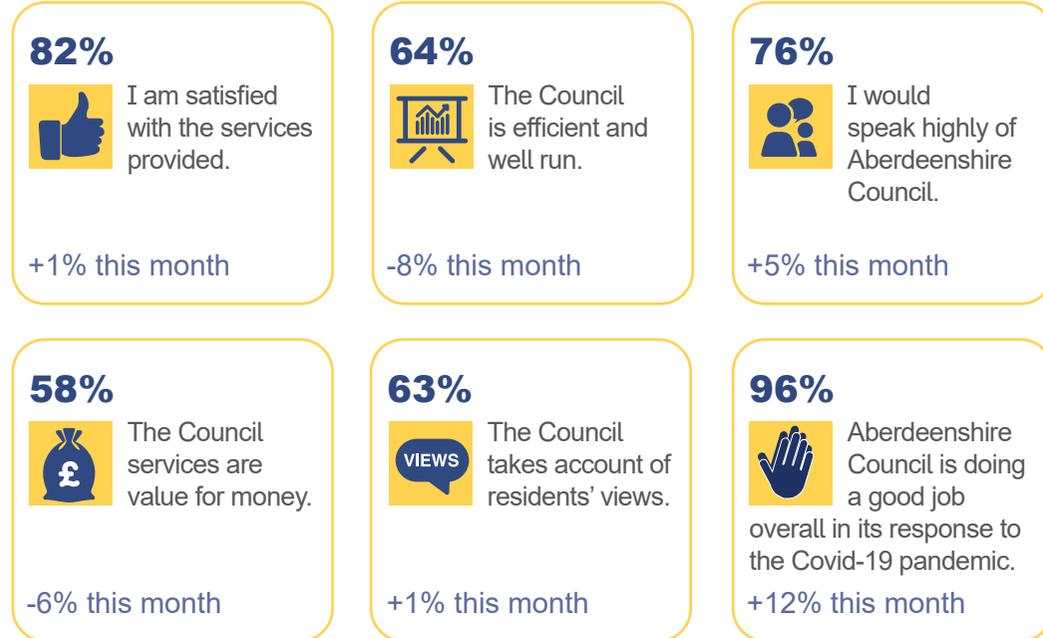


# Aberdeenshire Council Reputation Tracker MAY 2022

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

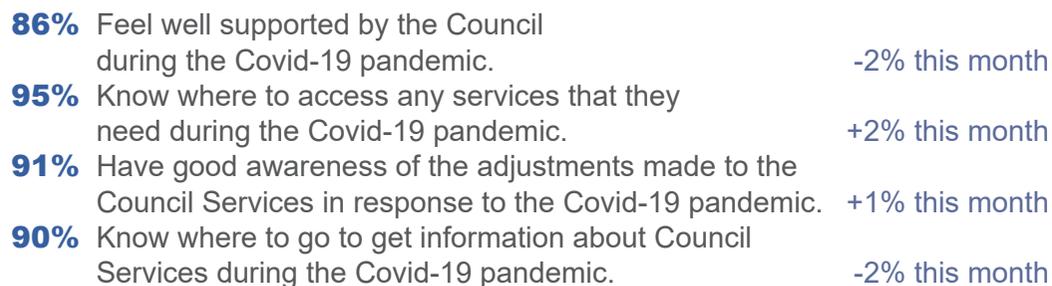
## Reputation:

Percentage of respondents agreeing with the following statements



## Views on communication:

Percentage of respondents agreeing with the following statements



## Satisfaction key services:

Parks & open spaces



Refuse collection



Keeping the streets clean



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



Teaching & learning for school pupils



Social work services



Social care services



Library services



Museums and visitor attractions



Sports and physical activities



## Customer Care:

<b>May</b>	
	
<b>Telephone Calls</b>	
Calls Queued to Customer Services	13,696
Answered Call Volumes	11,241
	
<b>Queries/Cases</b>	
Total Queries	11,488
Queries solved at first point of contact	9,995
% of Queries solved at first point of contact (75% target)	87%
	
<b>Email</b>	
Email Queries	1,993
% of email Queries solved at first point of contact	95%
Webchat Queries	1,426
% of Webchat Queries solved at first point of contact	99%

<b>April</b>	
	
<b>Telephone Calls</b>	
Calls Queued to Customer Services	13,104
Answered Call Volumes	9,807
	
<b>Queries/Cases</b>	
Total Queries	9,984
Queries solved at first point of contact	8,686
% of Queries solved at first point of contact (75% target)	87%
	
<b>Email</b>	
Email Queries	2,024
% of email Queries solved at first point of contact	96%
Webchat Queries	1,497
% of Webchat Queries solved at first point of contact	99%

<b>March</b>	
	
<b>Telephone Calls</b>	
Calls Queued to Customer Services	16,423
Answered Call Volumes	11,471
	
<b>Queries/Cases</b>	
Total Queries	11,695
Queries solved at first point of contact	10,058
% of Queries solved at first point of contact (75% target)	86%
	
<b>Email</b>	
Email Queries	2,566
% of email Queries solved at first point of contact	96%
Webchat Queries	1,733
% of Webchat Queries solved at first point of contact	100%

## Customer Care: Social Media



### Top Posts: **FACEBOOK**

#### **1st: PEOPLE REACHED 108,376**

Traditional horse-power is helping us to continue our tree-felling operations in the aftermath of storms Arwen and Corrie. Large vehicles are often unsuited to smaller, inaccessible sites so a specialist contractor has been drafted in who uses more traditional means of horses to extract the timber and clear fallen wood.

#### **2nd: PEOPLE REACHED 27,753**

A section of the A93 at Braemar will be closed for up to three days from Tuesday next week (May 17) to allow Scottish Water to complete essential work to the village's water network. Work is needed to replace valves which are crucial to the operation of the local water network maintain that serves homes and businesses. The location of the closure will be near the junction of the A93 with Kindrochit Drive.

Due to the central location of the valves in the road, it is not possible to safely excavate them while keeping the road open. A diversion will be in place via the A93 at Aboyne, A957 Slug Road, A90 at Stonehaven, A926 towards Blairgowrie and back onto the A93 towards Braemar.

#### **3rd: PEOPLE REACHED 27,192**

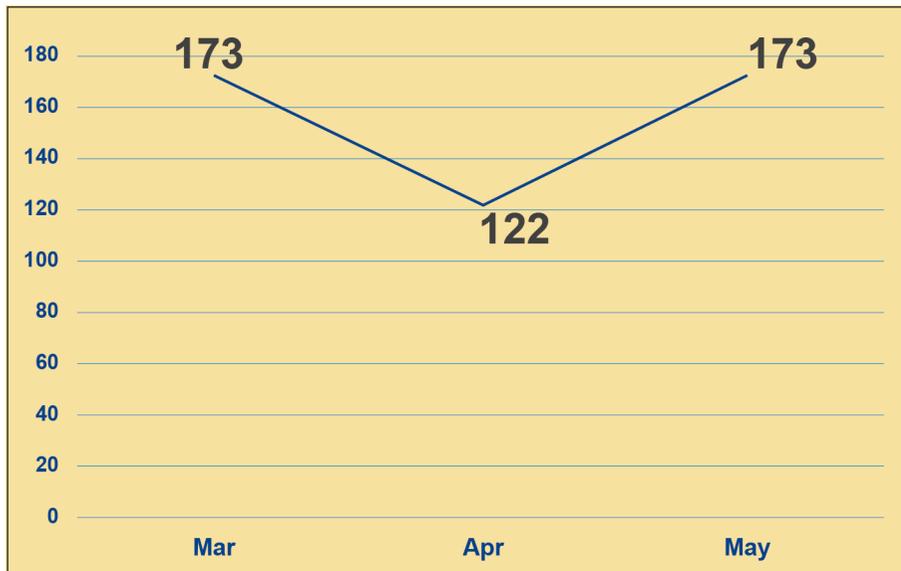
An innovative new approach to improving road safety awareness has been introduced at St Andrews School in Fraserburgh. Eye-catching 'Parking Buddies' have been installed to remind parents and guardians to park safely around the school. The aluminium cut-outs depict friendly school pupils holding lollipop signs sending a message to 'think before you park' and have been funded by Smarter Choices, Smarter Places.



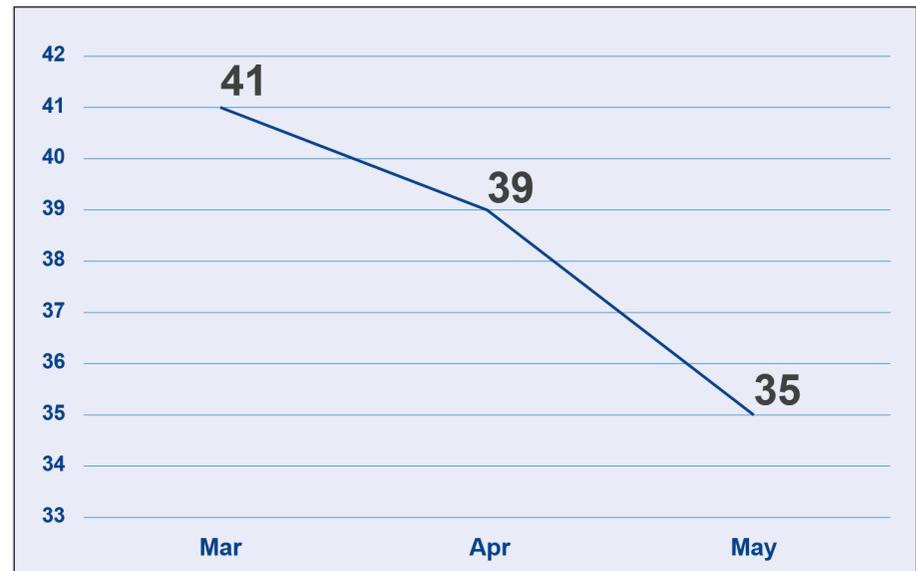
### TWITTER in **MAY**

- **196,000 Impressions** on **16 TWEETS**
- **72** new **FOLLOWERS**
- **512** mentions
- **83.8k** profile visits

**173 Complaints Received in May**



**35 Compliments Received in May**



**171 Complaints Resolved**

