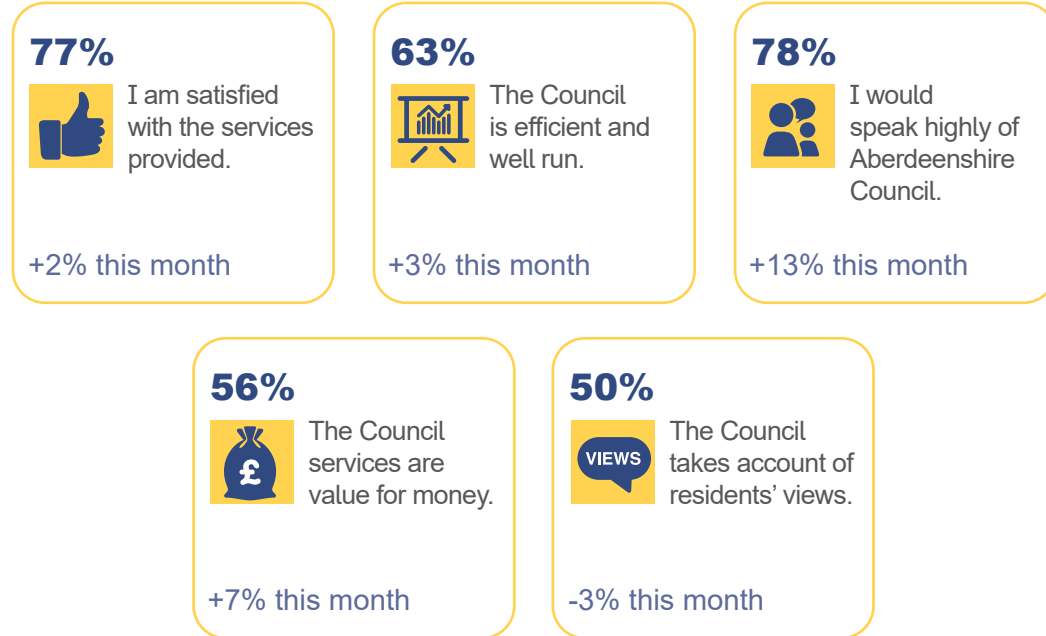


Aberdeenshire Council Reputation Tracker JAN 2023

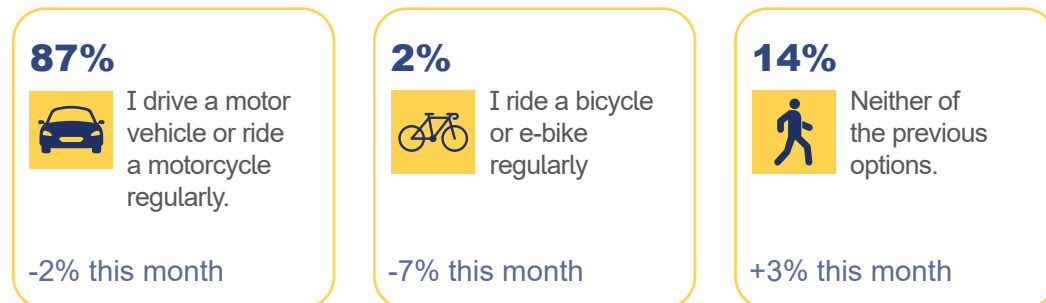
Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

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 | 66% | 33% | 1% |
| By telephone | 80% | 18% | 2% |
| By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff | 42% | 54% | 4% |




| Methods likely to use in future | YES | NO | NOT SURE |
|--|------------|------------|------------|
| Through the council's website | 70% | 25% | 5% |
| By telephone | 82% | 15% | 3% |
| By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff | 33% | 46% | 22% |




Rating of Methods of Contact Used:

| | | |
|--|------------|-------------------|
| Experience of using Council Website | 90% | +2% this month |
| Experience of contacting Council by Telephone | 86% | -2% this month |
| Experience of visiting Council Service Point | 98% | +1% this month |

Customer Care:

| | |
|---|-------|
| 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% |

| | |
|--|-------|
| December | |
|  | |
| Telephone Calls | |
| Answered Call Volumes | 8,531 |
|  | |
| Queries/Cases | |
| Total Queries | 8,616 |
| Queries solved at first point of contact | 7,927 |
| % of Queries solved at first point of contact (75% target) | 92% |
|  | |
| Email | |
| Email Queries | 2,888 |
| % of email Queries solved at first point of contact | 98% |
| Webchat Queries | 2,589 |
| % of Webchat Queries solved at first point of contact | 99% |

| | |
|--|-------|
| November | |
|  | |
| Telephone Calls | |
| Answered Call Volumes | 9,436 |
|  | |
| Queries/Cases | |
| Total Queries | 9,556 |
| Queries solved at first point of contact | 8,792 |
| % of Queries solved at first point of contact (75% target) | 92% |
|  | |
| Email | |
| Email Queries | 2,886 |
| % of email Queries solved at first point of contact | 98% |
| Webchat Queries | 2,049 |
| % of Webchat Queries solved at first point of contact | 100% |

Customer Care: Social Media



FACEBOOK in **JANUARY**

- **39,862** Total number of **Followers**
- **+120 new FOLLOWERS**

Top Posts:

1st: PEOPLE REACHED **136,546** ENGAGEMENT **15,551**

Motorists are advised that there will be a 7-day closure of North Street, Mintlaw (A952) from the roundabout at The Square to Simpsons Garden Centre. The closure, from next Monday (Jan 16), is to allow for the installation of a new crossing and kerbing by MTM Construction.

2nd: PEOPLE REACHED **125,377** ENGAGEMENT **17,220**

To enable the installation of a new sewer on behalf of AJC Homes, we will be closing both the A93 Ballater Road and B9094 Tarland Road at Aboyne for 20 days from January 16. Access will be provided for vehicles requiring access to properties but may be subject to delay – please note Tarland Road will be open overnight between 5pm to 8am.

3rd: PEOPLE REACHED **54,095** ENGAGEMENT **2,125**

With milder weather coming into play this afternoon, Grit-Zilla will be on his own on our Braemar route this evening, due to some snow expected overnight. All the other gritters have a cosy night in the depot ahead of them but will remain on standby for tomorrow morning if needed



TWITTER in **JANUARY**

- **37,832** Total number of **Followers**
- **133 new Followers**
- **139,000 Impressions** on **46 Tweets**
- - mentions (unavailable due to Twitter issue)
- - profile visits (unavailable due to Twitter issue)

Complaints:

| | |
|--|------------|
| Total Complaints Received | 227 |
| Total Complaints Closed | 119 |
| Frontline Complaints Received – Level 1 | 195 |
| Frontline Complaints Closed – Level 1 | 114 |
| Investigation Complaints Received – Level 2 | 32 |
| Investigation Complaints Closed – Level | 5 |