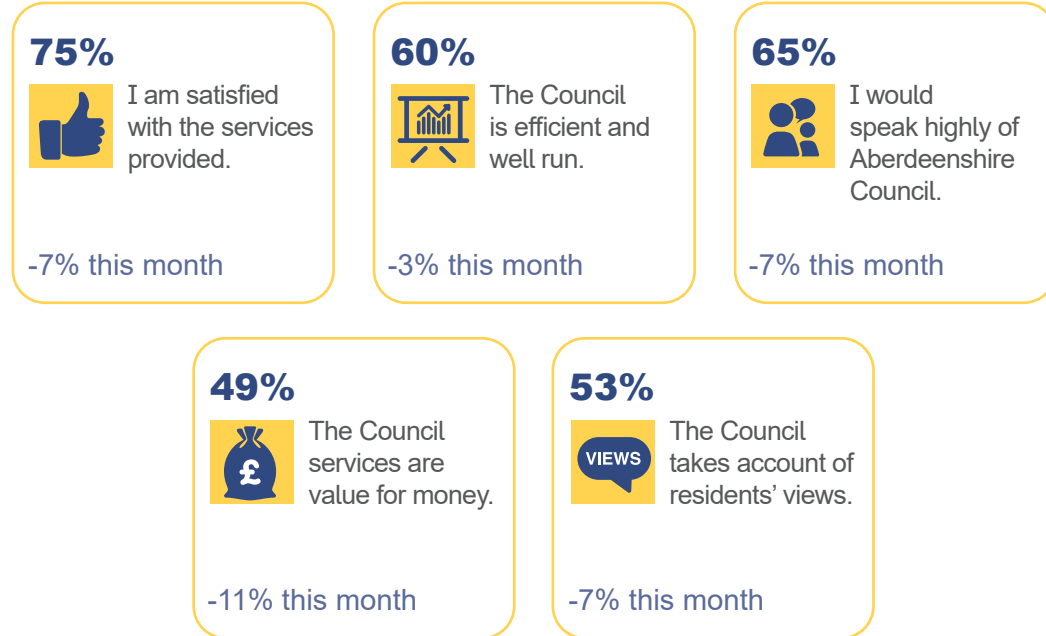


Aberdeenshire Council Reputation Tracker DEC 2022

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	61%	37%	2%
By telephone	83%	15%	2%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	37%	61%	2%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	73%	25%	2%
By telephone	91%	7%	2%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	57%	33%	10%




Rating of Methods of Contact Used:




Experience of using Council Website	88%	-5% this month
Experience of contacting Council by Telephone	88%	+3% this month
Experience of visiting Council Service Point	97%	-3% this month




Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	27%	-5% this month
Delivered face-to-face unless it is not practical to do so	5%	-8% this month
Experience of visiting Council Service Point	68%	+13% this month

Customer Care:

December	
	
Telephone Calls	
Calls Queued to Customer Services	14,142
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	
Calls Queued to Customer Services	11,411
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%

October	
	
Telephone Calls	
Calls Queued to Customer Services	13,012
Answered Call Volumes	9,067
	
Queries/Cases	
Total Queries	8,689
Queries solved at first point of contact	7,820
% of Queries solved at first point of contact (75% target)	90%
	
Email	
Email Queries	2,553
% of email Queries solved at first point of contact	97%
Webchat Queries	1,959
% of Webchat Queries solved at first point of contact	99%

Customer Care: Social Media



FACEBOOK in **DECEMBER**

- **39,742** Total number of **Followers**
- **+494 new FOLLOWERS**

Top Posts:

1st: PEOPLE REACHED **158,121**

You can see the routes we are treating on our website. #snow #aberdeenshire
Take time to clear your car properly if you are heading out anywhere today and drive to the conditions.

2nd: PEOPLE REACHED **142,947**

What an exceptional few days it has been for our crews who have been out in all weathers and all hours for the last week.
They have done such a brilliant job.
Things where you are may still be difficult, and it is likely there is more to come.

3rd: PEOPLE REACHED **86,567**

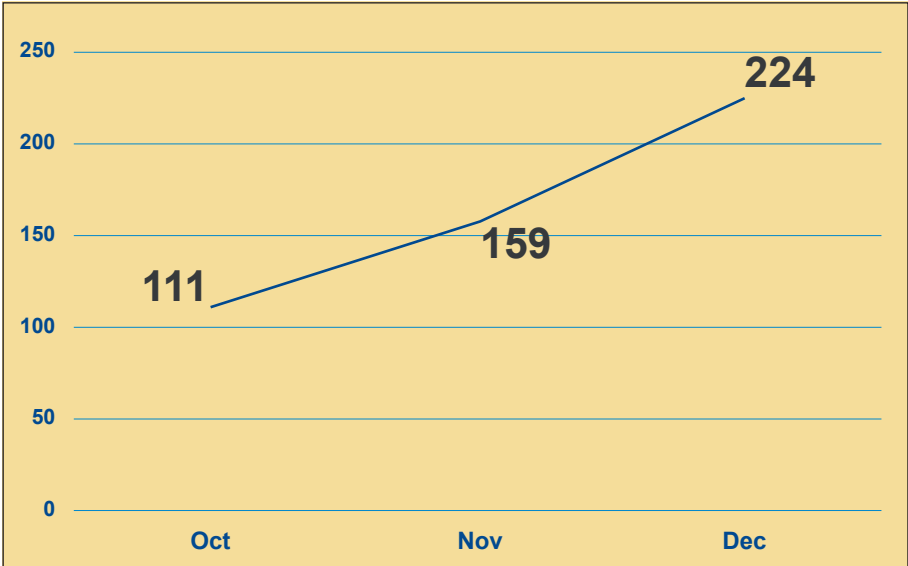
Printed version of these are starting arrive through letterboxes as we type. But it isn't too late to
download a copy now either. www.aberdeenshire.gov.uk/readyforwinter
#aberdeenshire #winter #coldsnap



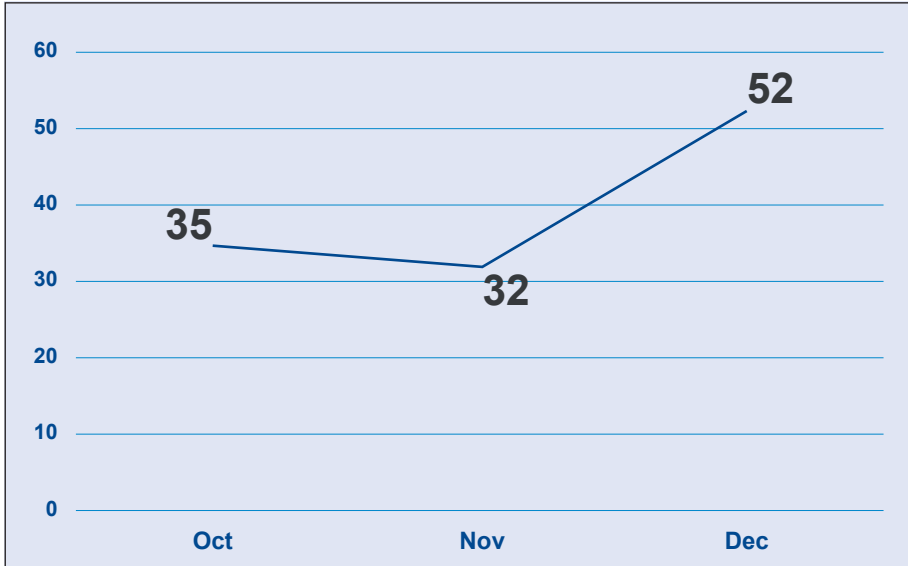
TWITTER in **DECEMBER**

- **37,699** Total number of **Followers**
- **240 new Followers**
- **183,000 Impressions** on **70 Tweets**
- **494** mentions
- **19,200** profile visits

224 Complaints Received in December



52 Compliments Received in December



294 Complaints Resolved

