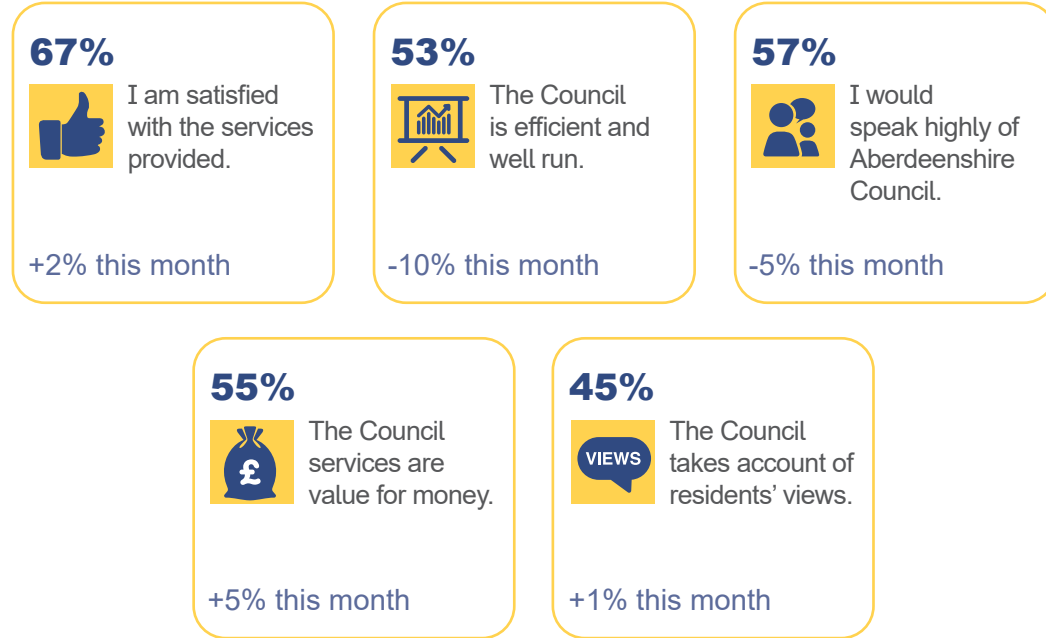


Aberdeenshire Council Reputation Tracker Aug 2023

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	53%	37%	11%
By telephone	65%	25%	11%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	5%	85%	10%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	59%	32%	9%
By telephone	75%	13%	12%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	33%	52%	15%





Rating of Methods of Contact Used:





Experience of using Council Website	89%	+8% this month
Experience of contacting Council by Telephone	72%	+1% this month
Experience of visiting Council Service Point	100%	+5% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	17%	+6% this month
Delivered face-to-face unless it is not practical to do so	19%	+1% this month
Delivered both remotely and face-to-face	65%	+5% this month

Customer Care:

August	
Telephone Calls	
Answered Call Volumes	9,929
Queries/Cases	
Total Queries	10,155
Queries solved at first point of contact	9,343
% of Queries solved at first point of contact (75% target)	92%
Email	
Email Queries	3,380
% of email Queries solved at first point of contact	97%
Webchat Queries	2,020
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	6,725
% of Queries in person solved at first point of contact	98%

July	
Telephone Calls	
Answered Call Volumes	8,119
Queries/Cases	
Total Queries	8,416
Queries solved at first point of contact	7,659
% of Queries solved at first point of contact (75% target)	91%
Email	
Email Queries	3,227
% of email Queries solved at first point of contact	98%
Webchat Queries	1,852
% of Webchat Queries solved at first point of contact	98%
Personal Visits	
Queries in person	6,128
% of Queries in person solved at first point of contact	98%

June	
Telephone Calls	
Answered Call Volumes	8,852
Queries/Cases	
Total Queries	9,040
Queries solved at first point of contact	8,136
% of Queries solved at first point of contact (75% target)	90%
Email	
Email Queries	3,148
% of email Queries solved at first point of contact	97%
Webchat Queries	1,985
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	6,802
% of Queries in person solved at first point of contact	98%

Customer Care: Social Media



FACEBOOK in **AUGUST**

- **41,320** Total number of **Followers**
- **+83 new Followers**

Top Posts:

1st: PEOPLE REACHED **39,693** ENGAGEMENT **1,031**

With this year's Aboyne Highland Games taking place on Saturday (Aug 5), a number of traffic restrictions are being put in place between 7am-6pm. In addition to temporary closures to accommodate the massed bands (11am-12noon) and hill race (3.30pm-5pm), there will be prohibition of parking on the following roads.

2nd: PEOPLE REACHED **26,519** ENGAGEMENT **1,774**

Our new Historic Harbours Trail provides a tremendous introduction to Aberdeenshire's rich maritime heritage. Showcasing 12 of Aberdeenshire's historic harbours, from Portsoy in the north-west to Johnshaven in the south-east, there's a wealth of information at your fingertips and stunning scenes of our coastline to enjoy. Paper copies can also be found at a wide range of attractions and venues across the northeast of Scotland. Or download from our website: <https://bit.ly/HistoricHarbours> #HistoricHarbours #VisitABDN #Aberdeenshire.

3rd: PEOPLE REACHED **26,104** ENGAGEMENT **3,923**

Foundation Apprenticeship (FA) students have been speaking about their experiences in swapping the classroom for the workplace.

FAs are work-based learning opportunities for senior phase secondary school pupils. They last for one or two years with pupils able to start them in either S4, S5 or S6.

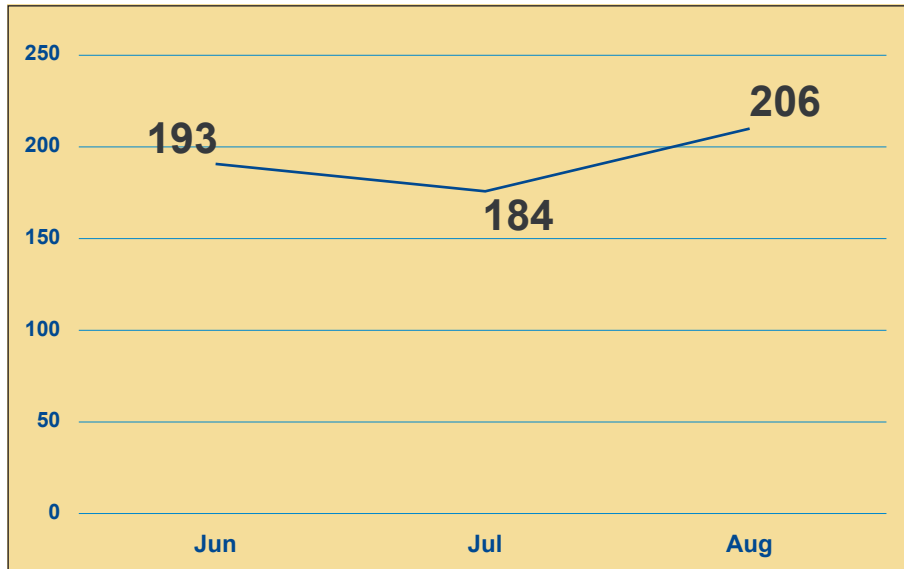
Industry sector knowledge is delivered in school and youngsters also spend time out of the classroom with employers and specialised subject tutors, allowing them to complete their apprenticeship as part of a suite of qualifications offered such as National 5s and Highers.



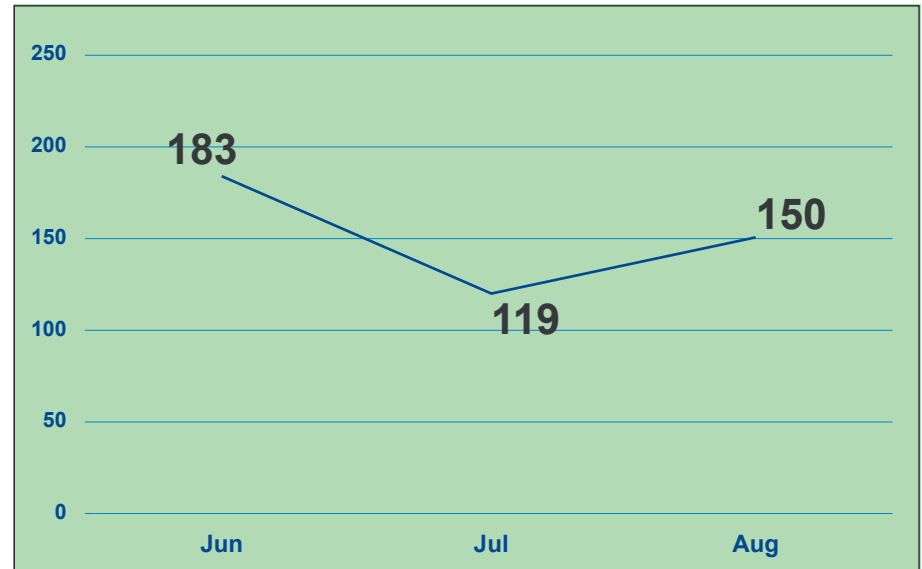
TWITTER in **AUGUST**

- **37,917** Total number of **Followers**
- **-18 New Followers**
- **72,700 Impressions** on **30 Tweets**

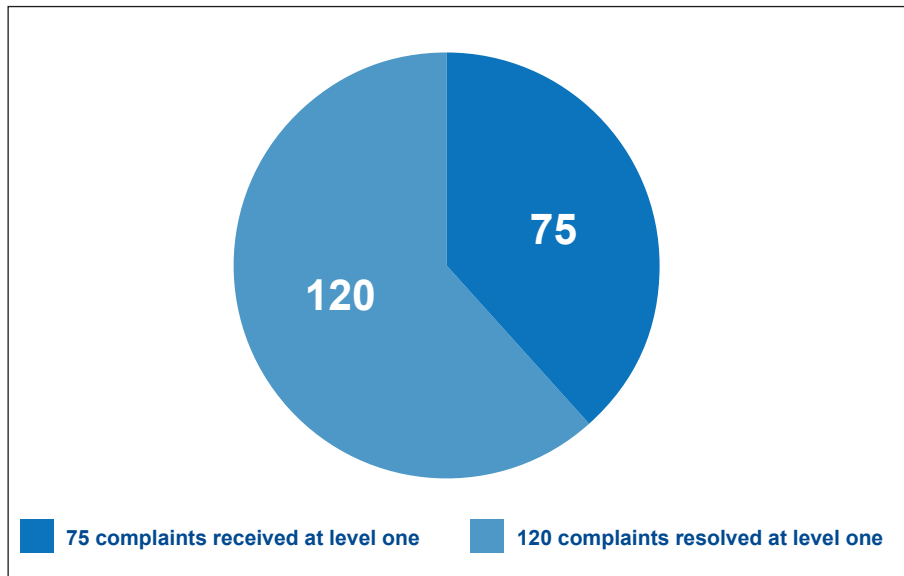
206 Complaints Received in August



150 Complaints Closed in August



Frontline Complaints



Investigation Complaints

