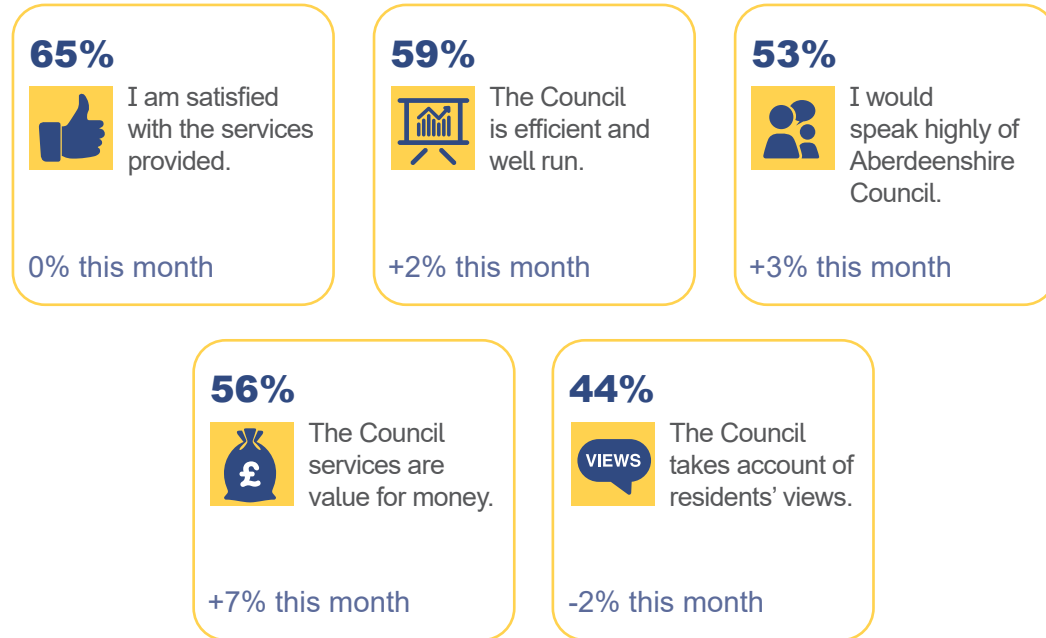


# Aberdeenshire Council Reputation Tracker Jan 2024

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	<b>65%</b>	<b>35%</b>	<b>1%</b>
By telephone	<b>56%</b>	<b>44%</b>	<b>1%</b>
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	<b>22%</b>	<b>77%</b>	<b>1%</b>

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	<b>71%</b>	<b>28%</b>	<b>1%</b>
By telephone	<b>76%</b>	<b>24%</b>	<b>1%</b>
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	<b>36%</b>	<b>61%</b>	<b>3%</b>





## Rating of Methods of Contact Used:





<b>Experience of using Council Website</b>	<b>88%</b>	+2% this month
<b>Experience of contacting Council by Telephone</b>	<b>83%</b>	+14% this month
<b>Experience of visiting Council Service Point</b>	<b>94%</b>	+3% this month





## Preference for Future Service Delivery:

<b>Remotely where possible (including telephone or online) unless they need to be delivered face-to-face</b>	<b>20%</b>	+5% this month
<b>Delivered face-to-face unless it is not practical to do so</b>	<b>10%</b>	-2% this month
<b>Delivered both remotely and face-to-face</b>	<b>70%</b>	-3% this month

## Customer Care:

<b>January</b>	
<b>Telephone Calls</b>	
Answered Call Volumes	14,679
<b>Queries/Cases</b>	
Total Queries	9,359
Queries solved at first point of contact	8,517
% of Queries solved at first point of contact (75% target)	91%
<b>Email</b>	
Email Queries	4,026
% of email Queries solved at first point of contact	98%
Webchat Queries	3,060
% of Webchat Queries solved at first point of contact	99%
<b>Personal Visits</b>	
Queries in person	5,656
% of Queries in person solved at first point of contact	98%

<b>December</b>	
<b>Telephone Calls</b>	
Answered Call Volumes	6,484
<b>Queries/Cases</b>	
Total Queries	7,116
Queries solved at first point of contact	6,547
% of Queries solved at first point of contact (75% target)	92%
<b>Email</b>	
Email Queries	3,248
% of email Queries solved at first point of contact	98%
Webchat Queries	2,111
% of Webchat Queries solved at first point of contact	100%
<b>Personal Visits</b>	
Queries in person	4,859
% of Queries in person solved at first point of contact	98%

<b>November</b>	
<b>Telephone Calls</b>	
Answered Call Volumes	8,322
<b>Queries/Cases</b>	
Total Queries	8,574
Queries solved at first point of contact	7,802
% of Queries solved at first point of contact (75% target)	91%
<b>Email</b>	
Email Queries	3,331
% of email Queries solved at first point of contact	98%
Webchat Queries	1,616
% of Webchat Queries solved at first point of contact	100%
<b>Personal Visits</b>	
Queries in person	6,551
% of Queries in person solved at first point of contact	99%

## Customer Care: Social Media



### FACEBOOK in **JANUARY**

- **43,507** Total number of **Followers**
- **894 new Followers**

#### Top Posts:

#### **1st: PEOPLE REACHED 114,894      ENGAGEMENT 3,541**

As work proceeds with the exciting redevelopment of the Grade 1 listed Pavilion building at the Tarlair outdoor swimming pool site at Macduff, residents and visitors should be advised of a new, temporary footpath closure on the site. The footpath closure should last for no more than four weeks and the contractor is aware that it needs to reopen as soon as it can. However, during the works, you will not be able to get past the Pavilion building in either direction at sea level nor to the Salmon Howie beach from the west via the Tarlair site.

#### **2nd: PEOPLE REACHED 45,336      ENGAGEMENT 3,925**

From August 2021, all children became eligible to receive up to a maximum of 1140 hours of funded Early Learning and Childcare per year, or a pro rata amount, from the term after their third birthday. Parents/carers can choose whether these hours are accessed in a local authority nursery or within a playgroup, private day nursery or childminder, which has been commissioned by the local authority.

#### **3rd: PEOPLE REACHED 37,929      ENGAGEMENT 6,264**

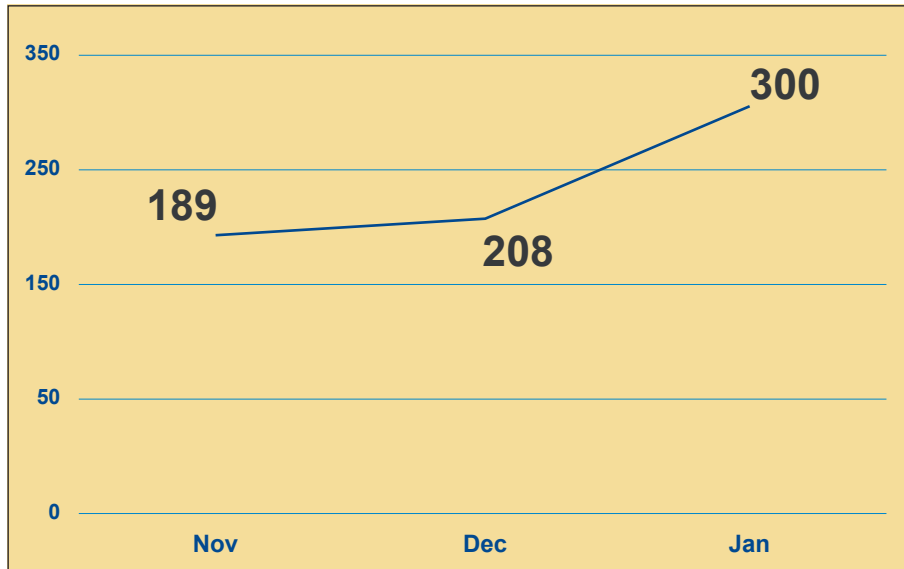
Following the flooding during Storm Babet in October last year and subsequent storms which caused significant damage to the A937 at Marykirk, we have completed a detailed design process for the reconstruction of this section of carriageway and ensure its resilience in the future. We are now seeking tenders from interested parties and would hope to appoint a contractor in the near future with a view to works commencing on-site in the Spring.



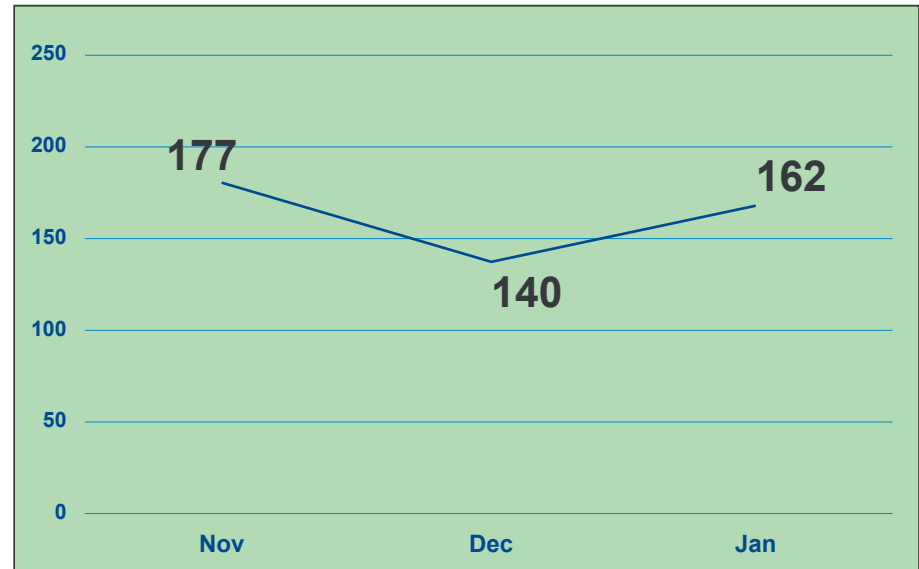
### TWITTER in **JANUARY**

- **38,582** Total number of **Followers**
- **+114 New Followers**
- **84,978 Impressions** on **55 Tweets**
- **4,520 Engagements**
- **163 Profile Visits**

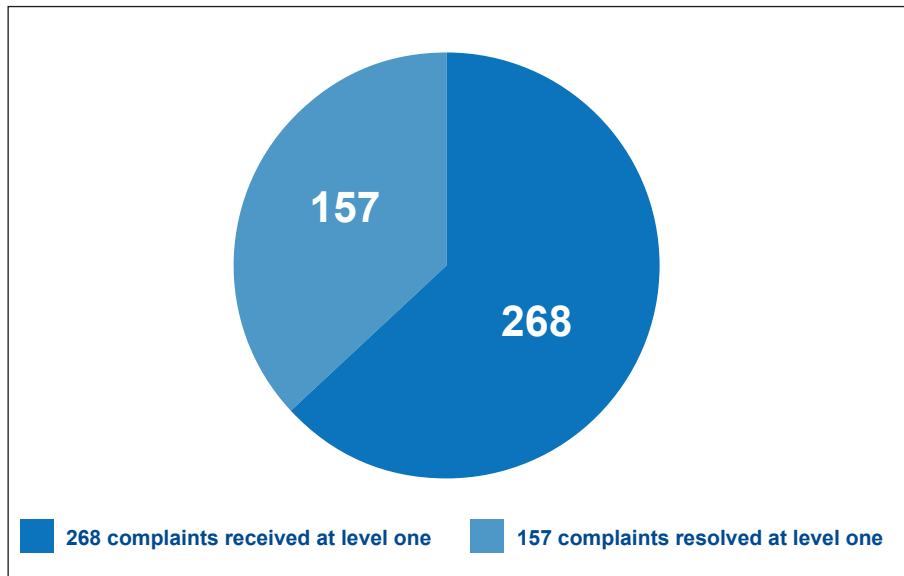
### 300 Complaints Received in January



### 162 Complaints Closed in January



### Frontline Complaints



### Investigation Complaints

