# **Aberdeenshire Council Reputation Tracker** JUN 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

**75%** 

T W

I am satisfied with the services provided.

+5% this month

**59%** 



The Council is efficient and well run.

+7% this month

**63**%



I would speak highly of Aberdeenshire Council.

0% this month

**59%** 



The Council services are value for money.

+6% this month

**47%** 



The Council takes account of residents' views.

+5% this month

### **Vehicle Users:**

92%



I drive a motor vehicle or ride a motorcycle regularly.

+6 this month

21%



I ride a bicycle or e-bike regularly

+3% this month

8%



Neither of the previous options.

-6% this month

## **Satisfaction key services:**

Parks & open spaces



**82%** 

+10% this month

Waste and recycling collections



**80%** 

+5% this month

Keeping the streets clean



**78**%

+2% this month

Social work services



**72**%

-2% this month

Library services



**85**%

+2% this month

Sports and physical activities



80%

+6% this month

Provision of appropriate housing



**58**%

0% this month

Local roads



**24**%

+5% this month

Teaching & learning for school pupils



**72**%

0% this month

Social care services



**65%** 

+8% this month

Museums and visitor attractions



**89**%

+12% this month

Local pavements and footpaths



**77%** 

+5% this month

# **Contacting the Council:**

Methods used	YES	NO	NOT SURE
Through the council's website	61%	31%	8%
By telephone	55%	37%	8%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	15%	77%	7%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	69%	23%	8%
By telephone	69%	23%	7%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	33%	56%	11%

# **Rating of Methods of Contact Used:**

Experience of using Council Website	83%	+2% this month
Experience of contacting Council by Telephone	82%	+8% this month
Experience of visiting Council Service Point	85%	-10% this month

# **Preference for Future Service Delivery:**

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	20%	+6% this month
Delivered face-to-face unless it is not practical to do so	12%	-2% this month
Delivered both remotely and face-to-face	68%	-4% this month

# **Customer Care:**

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%

May	
Telephone Calls	
Answered Call Volumes	8,426
Queries/Cases	?
Total Queries	8,566
Queries solved at first point of contact	7,795
% of Queries solved at first point of contact (75% target)	91%
Email	@
Email Queries	2,952
% of email Queries solved at first point of contact	97%
Webchat Queries	2,087
% of Webchat Queries solved at first point of contact	98%

April	
Telephone Calls	<b>6</b>
Answered Call Volumes	7,816
Queries/Cases	?
Total Queries	7,893
Queries solved at first point of contact	7,340
% of Queries solved at first point of contact (75% target)	93%
Email	@
Email Queries	2,400
% of email Queries solved at first point of contact	97%
	97% 1,882
at first point of contact	
at first point of contact  Webchat Queries  % of Webchat Queries solved	1,882
at first point of contact  Webchat Queries  % of Webchat Queries solved	1,882

Customer Care: Social Media



## FACEBOOK in JUNE

- 41,172 Total number of Followers
- +140 new FOLLOWERS

### **Top Posts:**

## **1st:** PEOPLE REACHED **68,058** ENGAGEMENT **15,023**

Bairns at Monymusk skweel scrieve an publish buik! Pupils at an Aberdeenshire primary school have written and published a book in the Doric dialect. The P1-3 pupils at Monymusk Primary School held a launch event this week – complete with red carpet - for their book 'Jock's Daunder Roon Monymusk'.

## **2nd:** PEOPLE REACHED **65,763** ENGAGEMENT **15,023**

If you're from a Romany Gypsy, Irish Traveller, Roma or nomadic background, we want you to know that you're always welcome here. This #GRTHM23, we're taking the time to learn about the colourful histories of Gypsy, Roma and Traveller communitie#weavingjourneys Aberdeenshire Council has a dedicated Gypsy/Traveller Liaison Officer, as a single point of contact for the Gypsy/Traveller community.

## **3rd:** PEOPLE REACHED **26,880** ENGAGEMENT **370**

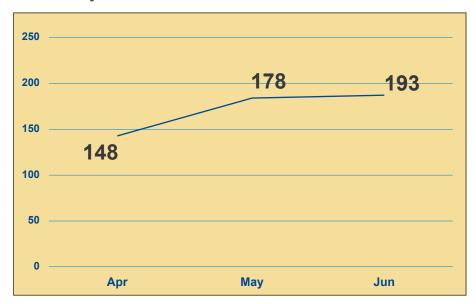
A reminder to bus passengers that the Peterhead Transport Interchange will be closed from Monday (June 19) for a programme of improvements - with a target completion date by the end of July. To enable works to be undertaken safely, the facility will remain closed throughout and some parking restrictions will be in place to accommodate temporary bus stopping arrangements being implemented by Stagecoach.



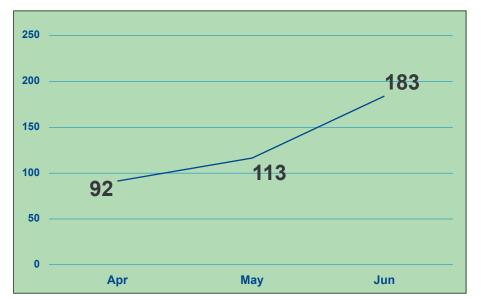
### TWITTER in JUNE

- 97,100 Total number of Followers
- +35 New Followers
- 97,100 Impressions on 32 Tweets
- 284 mentions
- **2,900** profile visits

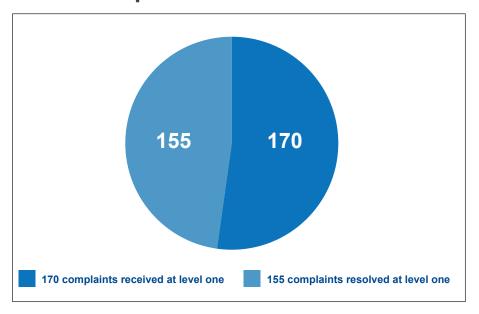
### 193 Complaints Received in June



### **183 Complaints Closed in June**



### **Frontline Complaints**



### **Investigation Complaints**

