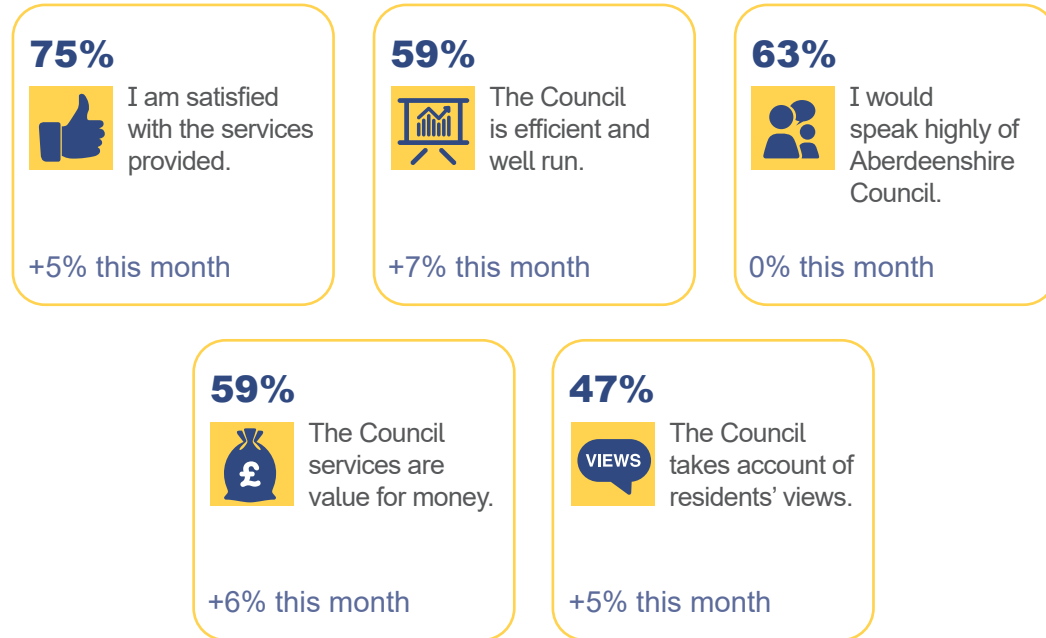


Aberdeenshire Council Reputation Tracker JUN 2023

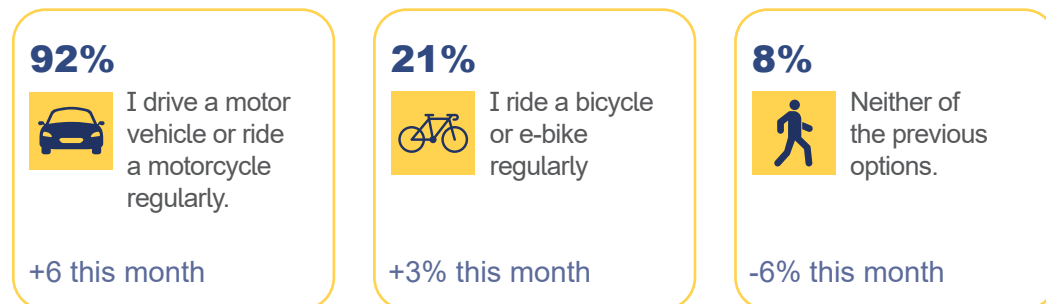
Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

Reputation:

Percentage of respondents agreeing with the following statements



Vehicle Users:



Satisfaction key services:



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	
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%
Webchat Queries	1,882
% of Webchat Queries solved at first point of contact	99%

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 scribe 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 communities. 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**

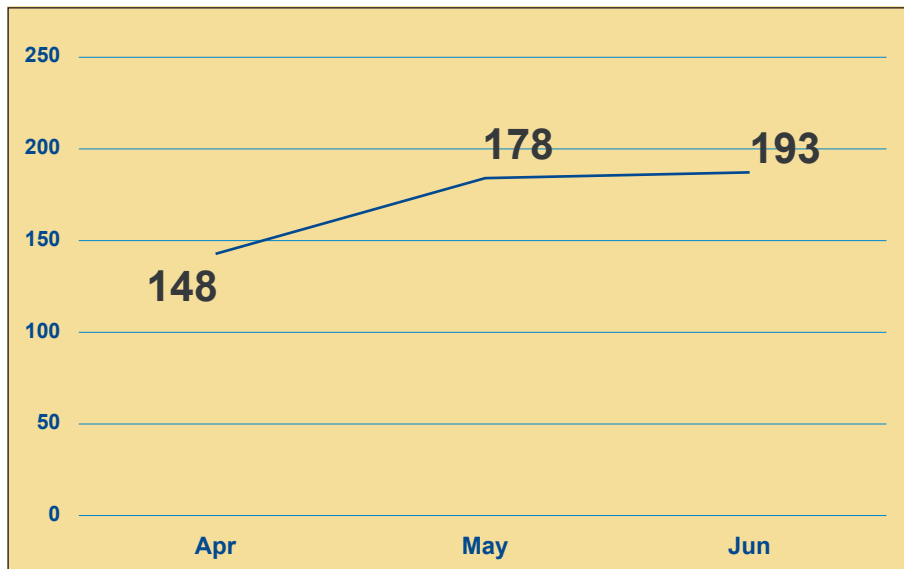
A reminder to bus passengers that the Peterhead Transport Interchange will be closed from Monday (June 19) for a programme of improvements - with a target completion date by the end of July. To enable works to be undertaken safely, the facility will remain closed throughout and some parking restrictions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



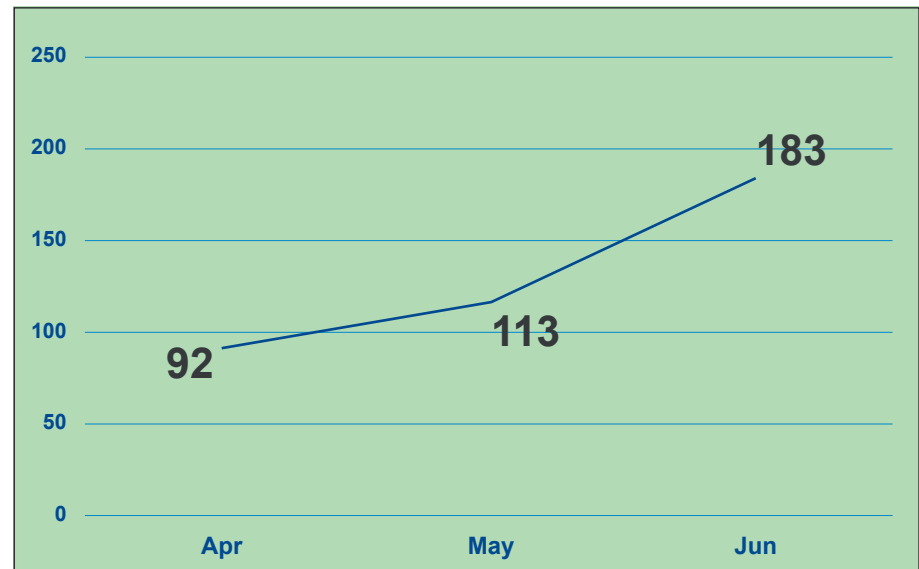
TWITTER in **JUNE**

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

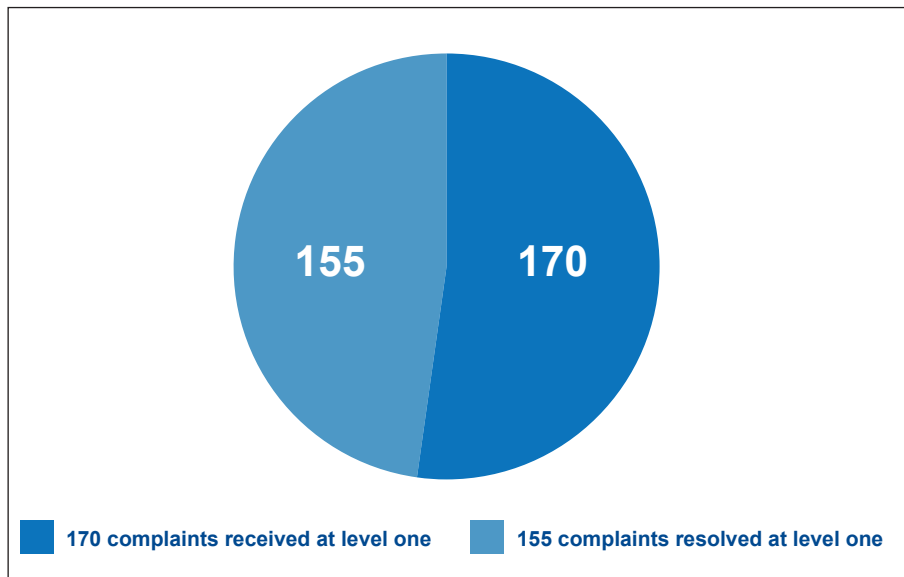
193 Complaints Received in June



183 Complaints Closed in June



Frontline Complaints



Investigation Complaints

