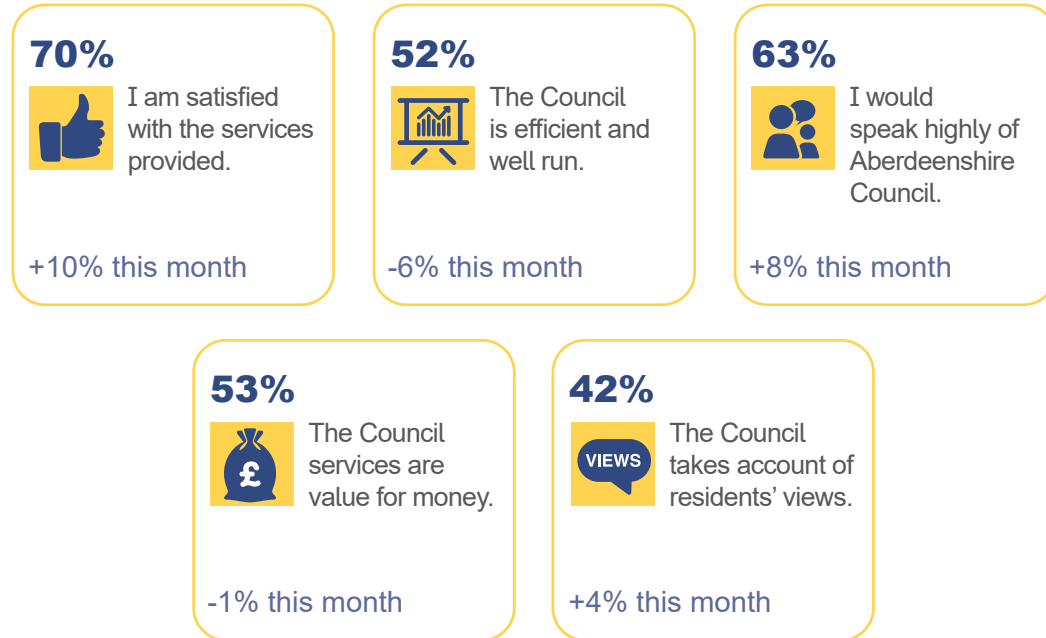


# Aberdeenshire Council Reputation Tracker MAY 2023

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	<b>50%</b>	<b>45%</b>	<b>5%</b>
By telephone	<b>62%</b>	<b>34%</b>	<b>5%</b>
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	<b>14%</b>	<b>82%</b>	<b>4%</b>

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	<b>56%</b>	<b>36%</b>	<b>8%</b>
By telephone	<b>75%</b>	<b>18%</b>	<b>7%</b>
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	<b>27%</b>	<b>61%</b>	<b>12%</b>




## Rating of Methods of Contact Used:




<b>Experience of using Council Website</b>	<b>81%</b>	+1% this month
<b>Experience of contacting Council by Telephone</b>	<b>74%</b>	+3% this month
<b>Experience of visiting Council Service Point</b>	<b>95%</b>	+13% 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>14%</b>	-5% this month
<b>Delivered face-to-face unless it is not practical to do so</b>	<b>14%</b>	-2% this month
<b>Delivered both remotely and face-to-face</b>	<b>72%</b>	+7% this month

## Customer Care:

<b>May</b>	
	
<b>Telephone Calls</b>	
Answered Call Volumes	8,426
	
<b>Queries/Cases</b>	
Total Queries	8,566
Queries solved at first point of contact	7,795
% of Queries solved at first point of contact (75% target)	91%
	
<b>Email</b>	
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%

<b>April</b>	
	
<b>Telephone Calls</b>	
Answered Call Volumes	7,816
	
<b>Queries/Cases</b>	
Total Queries	7,893
Queries solved at first point of contact	7,340
% of Queries solved at first point of contact (75% target)	93%
	
<b>Email</b>	
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%

<b>March</b>	
	
<b>Telephone Calls</b>	
Answered Call Volumes	11,316
	
<b>Queries/Cases</b>	
Total Queries	11,498
Queries solved at first point of contact	10,463
% of Queries solved at first point of contact (75% target)	91%
	
<b>Email</b>	
Email Queries	2,972
% of email Queries solved at first point of contact	97%
Webchat Queries	2,509
% of Webchat Queries solved at first point of contact	99%

## Customer Care: Social Media



### FACEBOOK in **APRIL**

- **40,919** Total number of **Followers**
- **+107 new FOLLOWERS**

#### Top Posts:

#### **1st: PEOPLE REACHED 40,907      ENGAGEMENT 943**

This one-bedroom fixed-equity property at 4 Berryhill Circle Westhill is currently available at the fixed price of £75,000. The property has a communal car park with an allocated space. Westhill is a popular town with a wide range of community facilities including a nursery, primary and secondary education, a community centre with a swimming pool and a health centre. The town enjoys easy access to Aberdeen city centre either by car or public transport and is also well placed for links to the north and south of the city, including Aberdeen Airport, Inverurie, Banchory, and Royal Deeside.

#### **2nd: PEOPLE REACHED 39,730      ENGAGEMENT 1,140**

Motorists travelling on the A93 at Dess near Aboyne should note that the road will be closed from 6am till 2pm next Tuesday (May 23rd) to allow for tree felling works. As diversions must be suitable for the class of road that is being closed to ensure that the routes are suitable for all traffic including HGVs and buses, the formal diversion for all traffic will be via the A93 (Aboyne), B993 (Kincardine O'Neil), Kincardine Road, Beltie Road, A980 (Lumphanan), Main Road, Perhill Road, A980 (Lumphanan), B9119 (Lumphanan), B9119 (Tarland), Aberdeen Road, Bridge Street, B9119 (Tarland), B9094 (Tarland), B9094 (Aboyne), Tarland Road and Ballater Road, A93 (Aboyne). We thank motorists for their patience and cooperation while these works are being undertaken.

#### **3rd: PEOPLE REACHED 38,489      ENGAGEMENT 261**

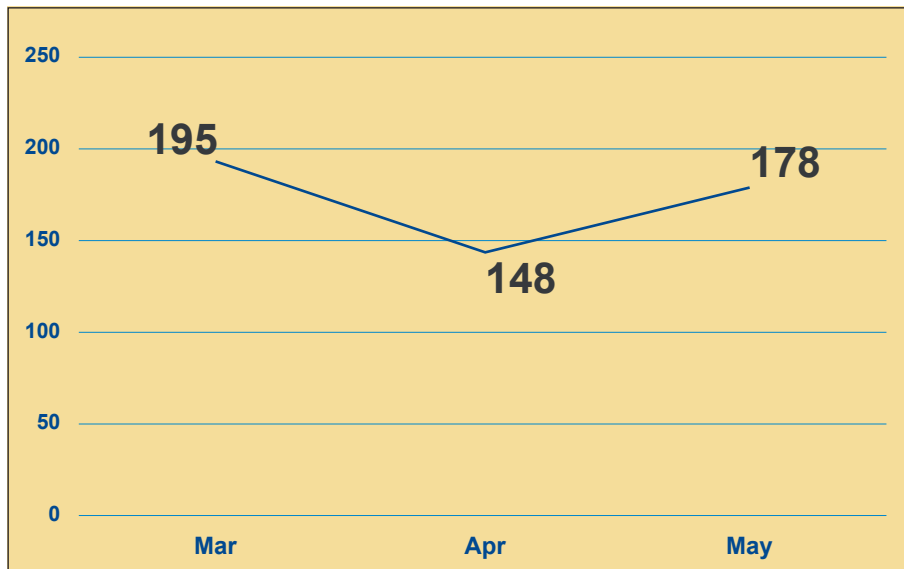
More Community Councils across Aberdeenshire are looking for new members to join them to represent their community. Nominations are now being sought for the following Community Councils: • Belhelvie • Cluny, Midmar and Monymusk • Cromar • Cruden • Fraserburgh & District • Inverurie • Kintore & District • Newtonhill, Muchalls & Cammachmore • Mid Deeside • Royal Burgh of Inverbervie • Udhny Vacancies, nomination forms, closing dates, and further information including other Community Councils seeking nominations can be accessed from the Council website.



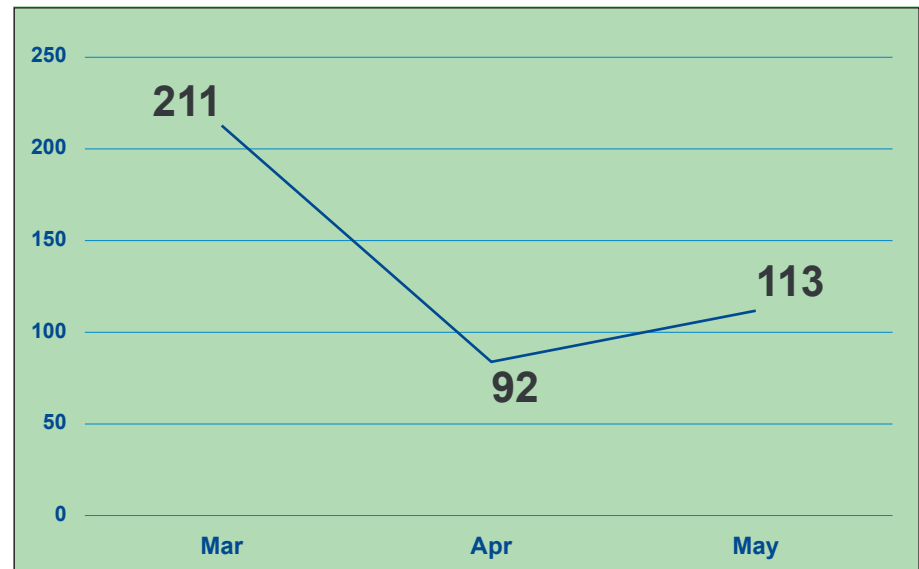
### TWITTER in **APRIL**

- **37,858** Total number of **Followers**
- **-8 Followers** (based on rounded total)
- **98,900 Impressions** on **21 Tweets**
- **186** mentions
- **1,801** profile visits

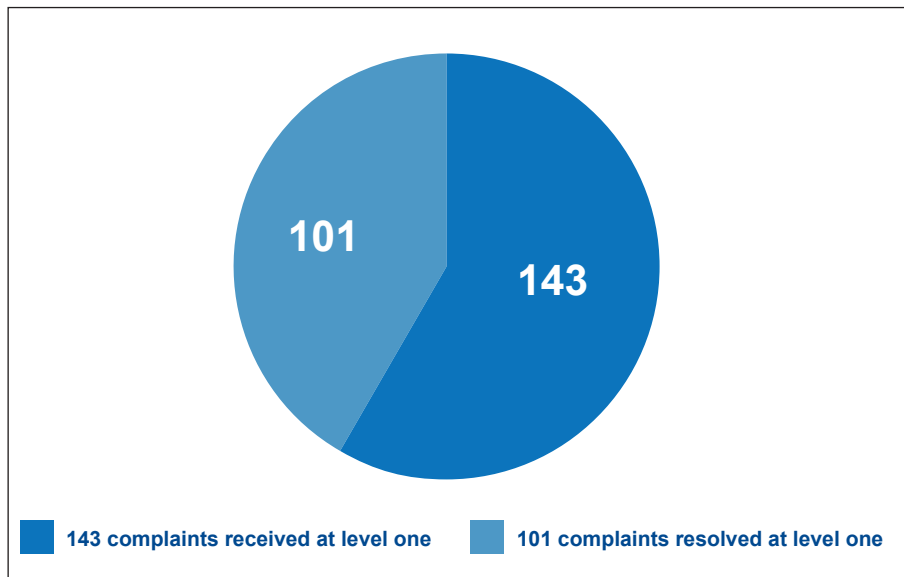
### 178 Complaints Received in April



### 113 Complaints Closed in April



### Frontline Complaints



### Investigation Complaints

