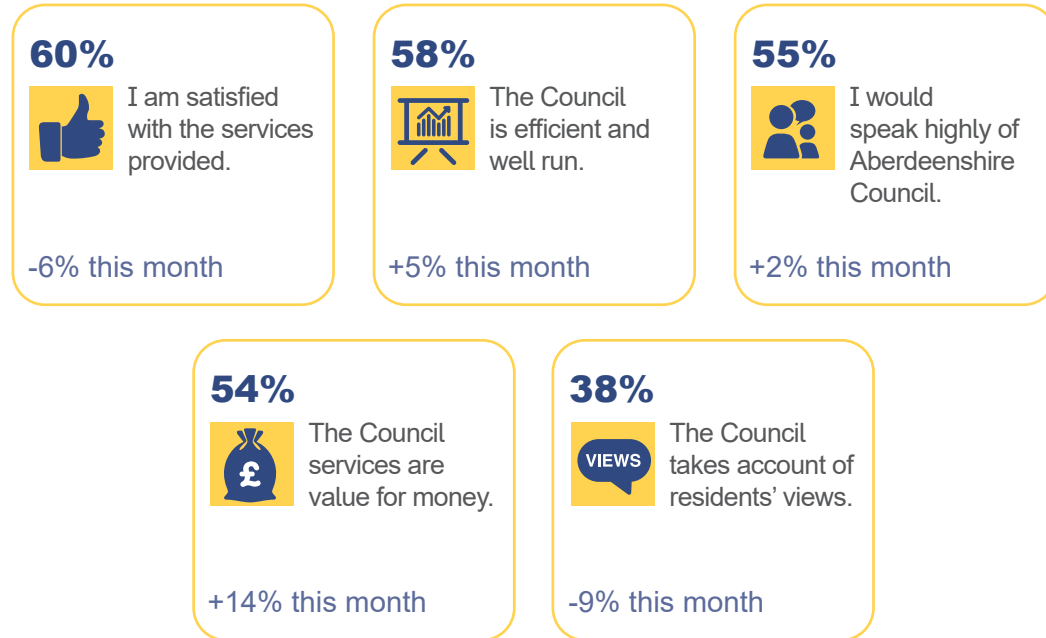


Aberdeenshire Council Reputation Tracker APR 2023

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%	33%	6%
By telephone	63%	31%	6%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	13%	80%	7%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	67%	26%	7%
By telephone	72%	21%	7%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	31%	58%	11%




Rating of Methods of Contact Used:




Experience of using Council Website	80%	-4% this month
Experience of contacting Council by Telephone	71%	-5% this month
Experience of visiting Council Service Point	82%	-15% this month




Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	19%	-10% this month
Delivered face-to-face unless it is not practical to do so	16%	+3% this month
Delivered both remotely and face-to-face	65%	+7% this month

Customer Care:

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%

March	
	
Telephone Calls	
Answered Call Volumes	11,316
	
Queries/Cases	
Total Queries	11,498
Queries solved at first point of contact	10,463
% of Queries solved at first point of contact (75% target)	91%
	
Email	
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%

February	
	
Telephone Calls	
Answered Call Volumes	9,306
	
Queries/Cases	
Total Queries	9,113
Queries solved at first point of contact	8,202
% of Queries solved at first point of contact (75% target)	90%
	
Email	
Email Queries	2,801
% of email Queries solved at first point of contact	97%
Webchat Queries	1,094
% of Webchat Queries solved at first point of contact	98%

Customer Care: Social Media



FACEBOOK in **APRIL**

- **40,812** Total number of **Followers**
- **+162 new FOLLOWERS**

Top Posts:

1st: PEOPLE REACHED 212,010 ENGAGEMENT 10,156

The 40th anniversary of Local Hero is to be celebrated next month with a long weekend of events and screenings along the north-coast landscapes where the iconic film was set. Director Bill Forsyth's classic comedy is one of the most popular and successful films ever made in Scotland, telling the story of an American oil man who falls in love with Scotland and which was partly filmed in the coastal village of Pennan. We are delighted to be supporting the screenings being run by Cinescapes with assistance from our Coastal Communities Fund

2nd: PEOPLE REACHED 79,599 ENGAGEMENT 6,447

This three-bed shared equity property at 8 Swanson Road Fraserburgh is currently available at the fixed price of £127,000. The property has a two-car driveway, private garden, and gas central heating.

3rd: PEOPLE REACHED 59,575 ENGAGEMENT 8,630

Owing to forthcoming construction of bus stops, footpaths and drainage works being carried out by Colaren Homes, it will again be necessary to close the A952 at North Street, Mintlaw.

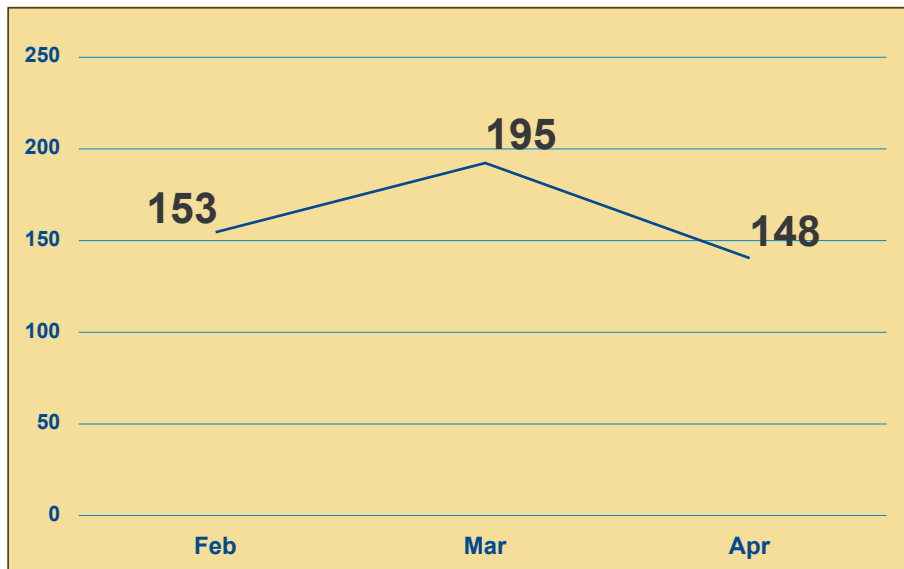
This will be a full 14-day closure to enable weekend working from the C5B Balring roundabout to The Square from April 24. The U5B at Dunshilloch from the C4B to the A950 and the C5B Balring Road from the A952 to the A950 will also be closed for the 14-day period



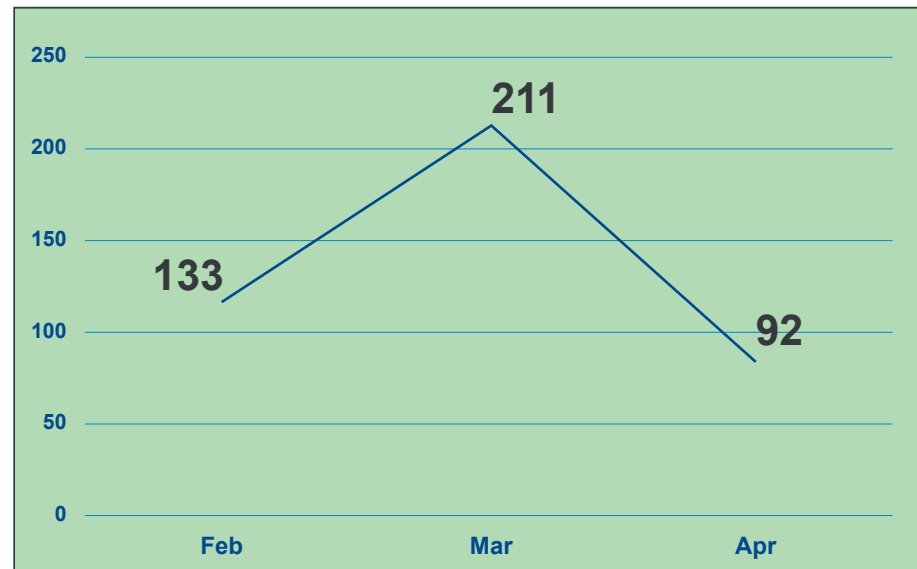
TWITTER in **APRIL**

- **37,858** Total number of **Followers**
- **-42 Followers** (based on rounded total)
- **69,800 Impressions** on **34 Tweets**
- **435** mentions
- **4,886** profile visits

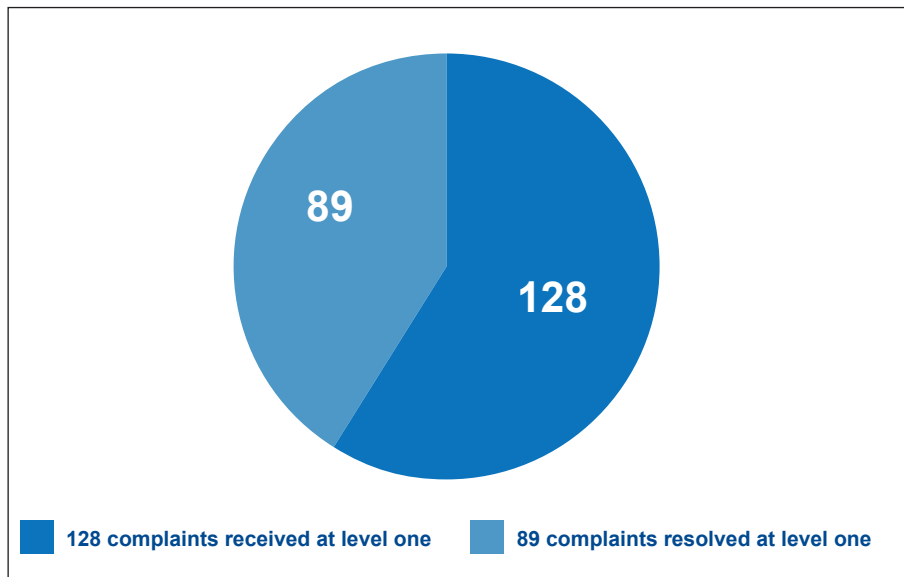
148 Complaints Received in April



92 Complaints Closed in April



Frontline Complaints



Investigation Complaints

