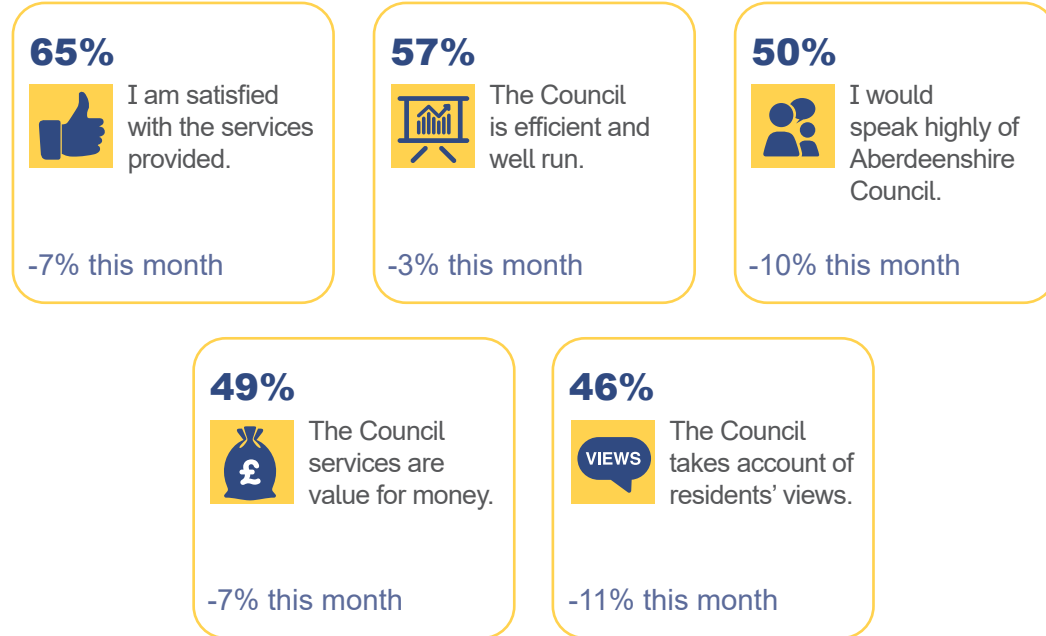


# Aberdeenshire Council Reputation Tracker Dec 2023

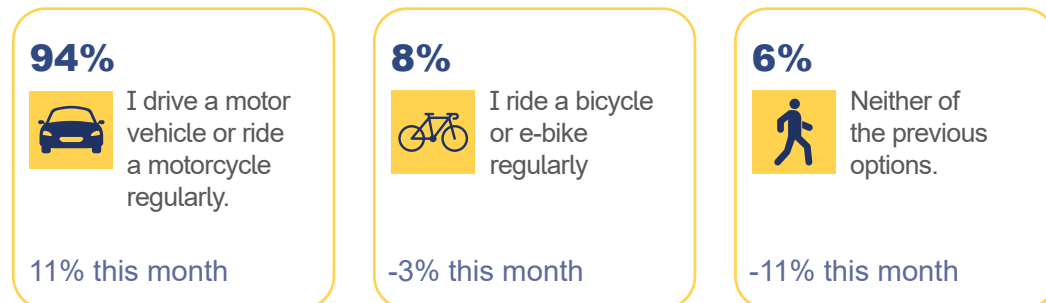
Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

## 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>60%</b>	<b>29%</b>	<b>11%</b>
By telephone	<b>55%</b>	<b>32%</b>	<b>13%</b>
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	<b>15%</b>	<b>73%</b>	<b>11%</b>

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	<b>65%</b>	<b>23%</b>	<b>11%</b>
By telephone	<b>72%</b>	<b>17%</b>	<b>11%</b>
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	<b>41%</b>	<b>45%</b>	<b>14%</b>





## Rating of Methods of Contact Used:





Experience of using Council Website	<b>86%</b>	-3% this month
Experience of contacting Council by Telephone	<b>69%</b>	-13% this month
Experience of visiting Council Service Point	<b>91%</b>	-1% this month





## Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	<b>15%</b>	-4% this month
Delivered face-to-face unless it is not practical to do so	<b>12%</b>	+2% this month
Delivered both remotely and face-to-face	<b>73%</b>	+1% this month

## Customer Care:

<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%

<b>October</b>	
<b>Telephone Calls</b>	
Answered Call Volumes	8,704
<b>Queries/Cases</b>	
Total Queries	8,995
Queries solved at first point of contact	8,275
% of Queries solved at first point of contact (75% target)	92%
<b>Email</b>	
Email Queries	3,079
% of email Queries solved at first point of contact	98%
Webchat Queries	2,010
% of Webchat Queries solved at first point of contact	99%
<b>Personal Visits</b>	
Queries in person	6,297
% of Queries in person solved at first point of contact	98%

## Customer Care: Social Media



### FACEBOOK in **DECEMBER**

- **42,613** Total number of **Followers**
- **382 new Followers**

#### Top Posts:

#### **1st:** PEOPLE REACHED **193,275**      ENGAGEMENT **15,068**

An important update for road users in the south of Aberdeenshire - our Bridges team is just a few short hours away from completing the emergency repair works at the Lower North Water Bridge near St Cyrus. They are working flat out and had expected today's temporary off-peak closure to be lifted as planned at 3pm today. However the crew needs just a couple more hours to finalise things so the bridge will be opened permanently once again at 6pm.

#### **2nd:** PEOPLE REACHED **96,961**      ENGAGEMENT **9,148**

From Monday 8 January 2024, cars will be allowed to visit all household recycling centres—except for Inverurie and Westhill—without booking. Please note that there are no changes to the current booking system until Monday 8 January 2024.

A permit system for vans and trailers will be reintroduced across all household recycling centres in January to stop trade waste entering the sites. Due to high demand at Alford, Fraserburgh, Huntly, Inch, Laurencekirk, Portsoy, Turriff, and Westhill household recycling centres, pedestrian access will be reintroduced. Pedestrians, bicycles, and bikes with trailers will be allowed safe access without the presence of other vehicles at these sites from noon to 12:30 pm each day from Monday 8 January 2024.

#### **3rd:** PEOPLE REACHED **57,954**      ENGAGEMENT **4,316**

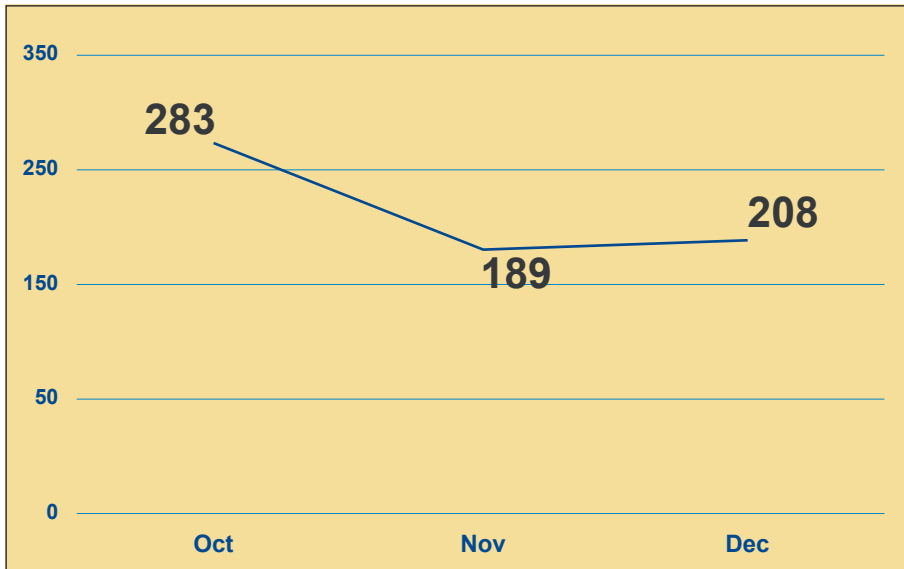
Road users are advised that owing to patching works being carried out, we will be closing the B9031 Fraserburgh to Macduff road from the B9123 at Dubford to U103L at Greenskares for 5 days from Monday (Dec 11). Access will be provided for emergency and vehicles requiring access to immediate properties. The formal diversion will be via the C15S at Dubford to C16S near Clochforbie, C16S to A98 at Fisherie Green, A98 to B9031 at Bloodymire and vice versa.



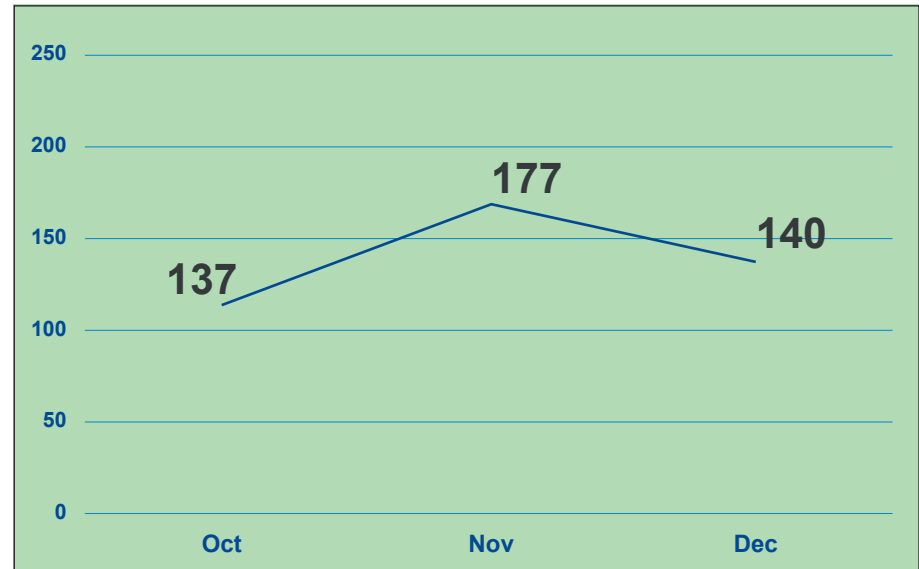
### TWITTER in **DECEMBER**

- **38,468** Total number of **Followers**
- **+24 New Followers**
- **114,434 Impressions** on **54 Tweets**
- **5,331 Engagements**
- **412 Profile Visits**

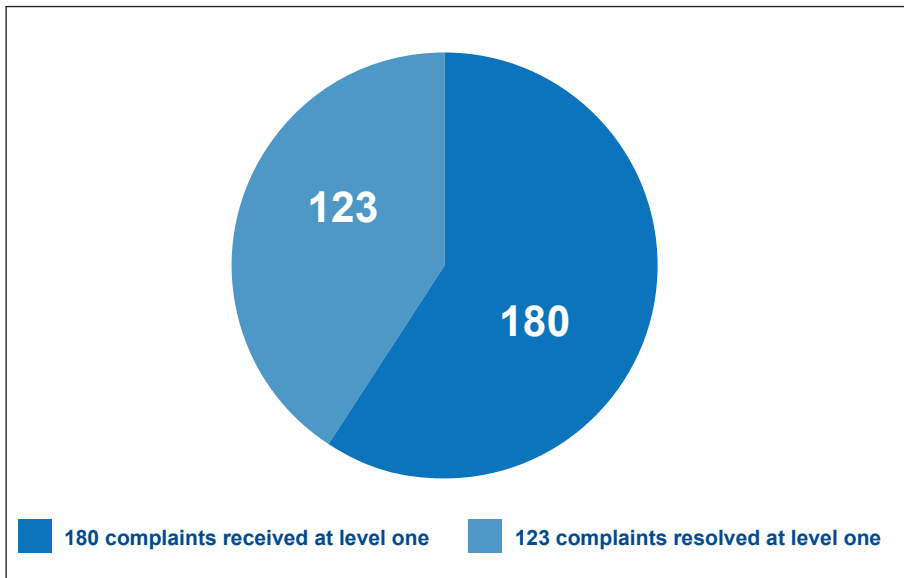
### 208 Complaints Received in December



### 140 Complaints Closed in December



### Frontline Complaints



### Investigation Complaints

