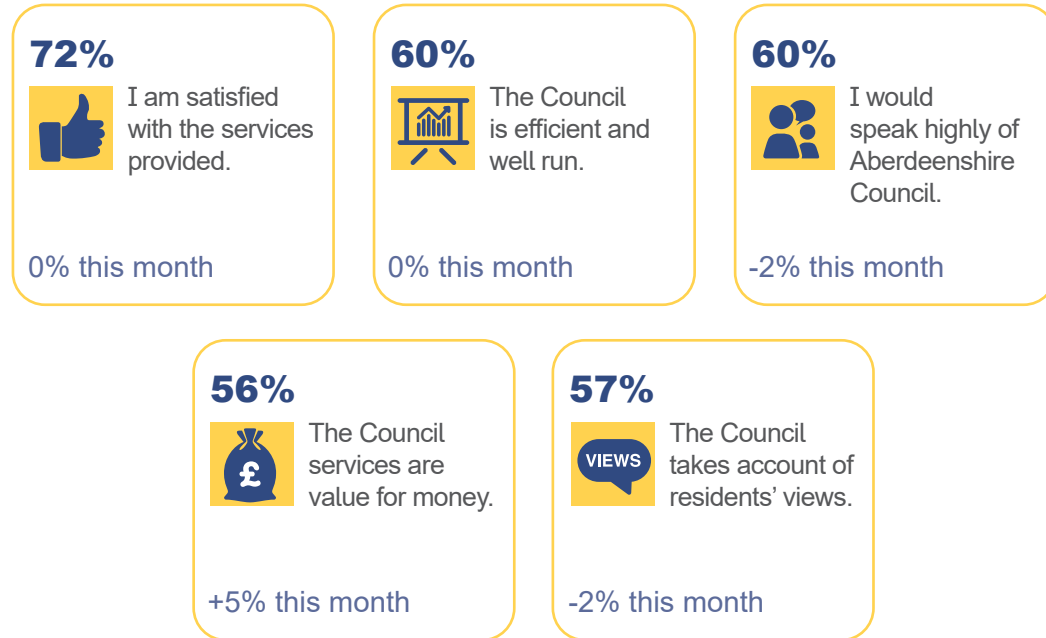


Aberdeenshire Council Reputation Tracker Nov 2023

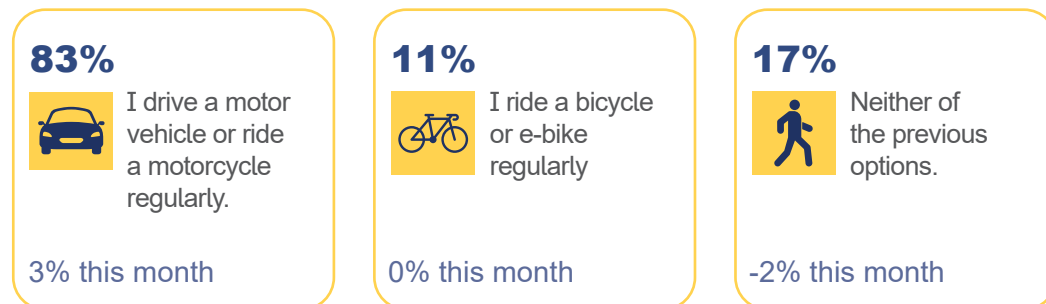
Aberdeenshire Reputation Tracker is a summary of statistics and information on Aberdeenshire Council's performance, including details of feedback provided by residents on key themes

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	62%	32%	7%
By telephone	62%	31%	7%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	8%	84%	8%

Methods likely to use in future	YES	NO	NOT SURE
Through the council's website	68%	26%	5%
By telephone	74%	21%	5%
By visiting one of the Council's service points in either Banff, Ellon, Fraserburgh, Huntly, Inverurie, Peterhead, Stonehaven or Turriff	37%	54%	9%





Rating of Methods of Contact Used:





Experience of using Council Website	89%	-4% this month
Experience of contacting Council by Telephone	82%	+4% this month
Experience of visiting Council Service Point	92%	-8% this month





Preference for Future Service Delivery:

Remotely where possible (including telephone or online) unless they need to be delivered face-to-face	19%	-2% this month
Delivered face-to-face unless it is not practical to do so	10%	+1% this month
Delivered both remotely and face-to-face	72%	+2% this month

Customer Care:

November	
Telephone Calls	
Answered Call Volumes	8,322
Queries/Cases	
Total Queries	8,574
Queries solved at first point of contact	7,802
% of Queries solved at first point of contact (75% target)	91%
Email	
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%
Personal Visits	
Queries in person	6,551
% of Queries in person solved at first point of contact	99%

October	
Telephone Calls	
Answered Call Volumes	8,704
Queries/Cases	
Total Queries	8,995
Queries solved at first point of contact	8,275
% of Queries solved at first point of contact (75% target)	92%
Email	
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%
Personal Visits	
Queries in person	6,297
% of Queries in person solved at first point of contact	98%

September	
Telephone Calls	
Answered Call Volumes	9,201
Queries/Cases	
Total Queries	9,235
Queries solved at first point of contact	8,496
% of Queries solved at first point of contact (75% target)	92%
Email	
Email Queries	3,215
% of email Queries solved at first point of contact	97%
Webchat Queries	1,924
% of Webchat Queries solved at first point of contact	99%
Personal Visits	
Queries in person	6,214
% of Queries in person solved at first point of contact	99%

Customer Care: Social Media



FACEBOOK in **NOVEMBER**

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

Top Posts:

1st: PEOPLE REACHED 111,106 ENGAGEMENT 3,152

With the Met Office yellow weather warning for snow and ice in place overnight until around 11am tomorrow, all our gritters will be out treating the 32 priority routes this afternoon. Wintry showers from the north during the evening will die out to leave the second half of the night mainly dry and that will bring road surface temperatures down below zero with the risk of ice and hoar frost. Crews will be back out again tomorrow from 5.30am on some routes – mainly across the Marr area – but all other crews remain on standby. Secondary routes and footways in our villages and towns will also receive treatment throughout tomorrow.

2nd: PEOPLE REACHED 69,159 ENGAGEMENT 12,881

Our Bridges Team has advised that the Lower North Water Bridge in South Aberdeenshire will reopen at 3pm today (Fri).

Scour inspections in the aftermath of Storm Babet have been completed and although there are some emergency repairs required, it has jointly been agreed with Angus Council that the bridge can be reopened. The works will be undertaken under a full road closure on weekdays at off-peak times from 10am-3pm for around four weeks. In addition, should there be further flooding or severe weather events before completion of the emergency repairs the bridge will be closed.

3rd: PEOPLE REACHED 68,569 ENGAGEMENT 2,478

It's going to be another cold evening across Aberdeenshire meaning we will have all 32 gritters out across the network from 3.30pm.

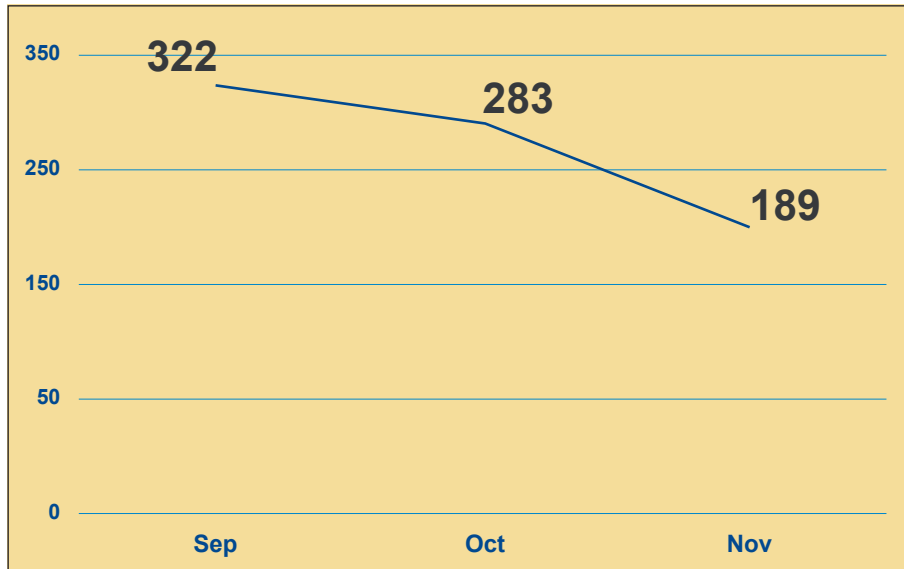
Residual salt should mean that we aren't out in the morning, however as always our crews are on standby to react to any changes. Remember you can keep up-to-date on which routes we plan to treat and find other helpful winter maintenance information at <https://www.aberdeenshire.gov.uk/.../winter-maintenance/>



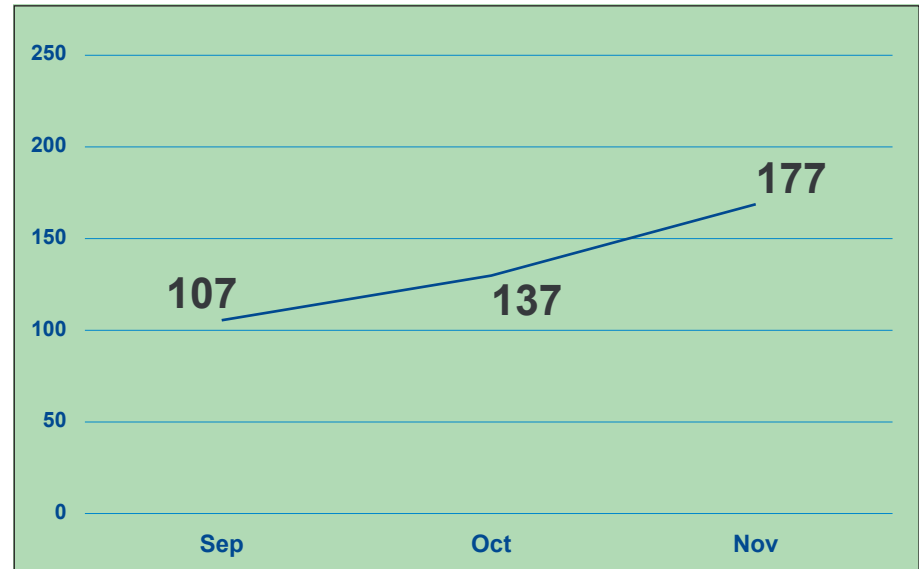
TWITTER in **NOVEMBER**

- **38,344** Total number of **Followers**
- **+11 New Followers**
- **77,931 Impressions** on **47 Tweets**
- **2,513 Engagements**
- **105 Profile Visits**

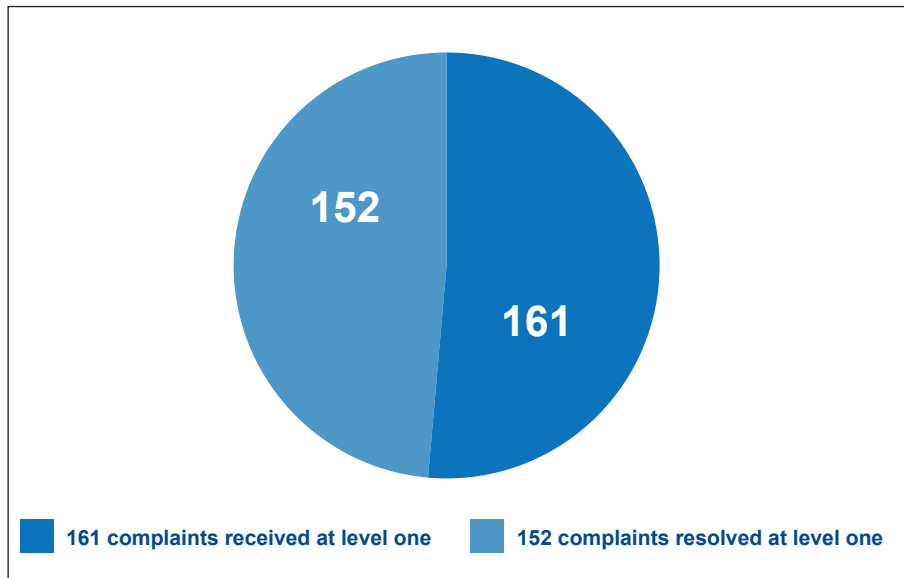
189 Complaints Received in November



177 Complaints Closed in November



Frontline Complaints



Investigation Complaints

