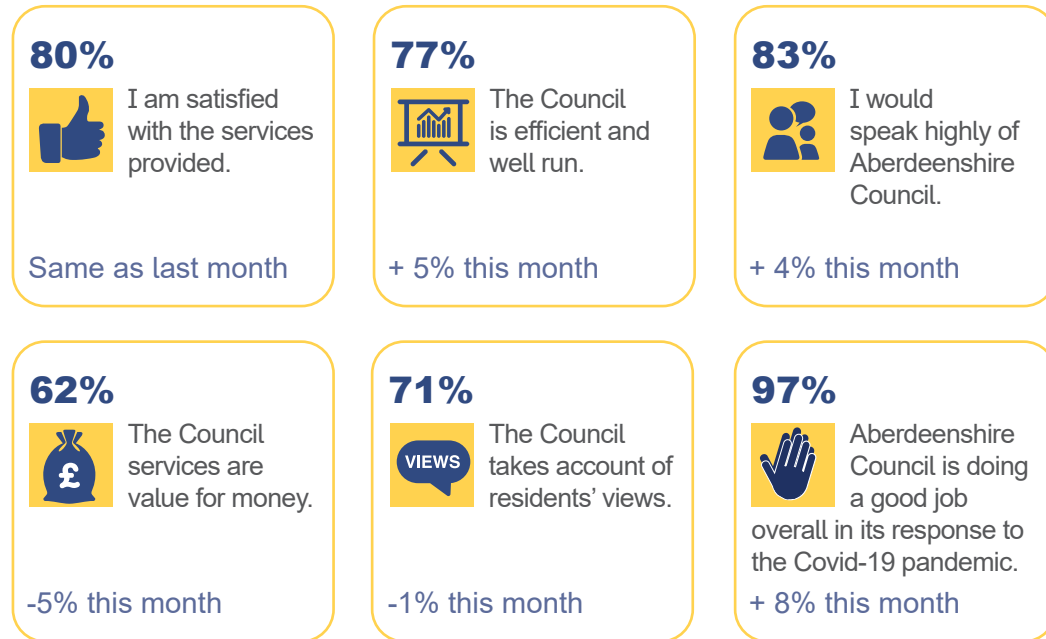


Aberdeenshire Council Reputation Tracker MAY 2021

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

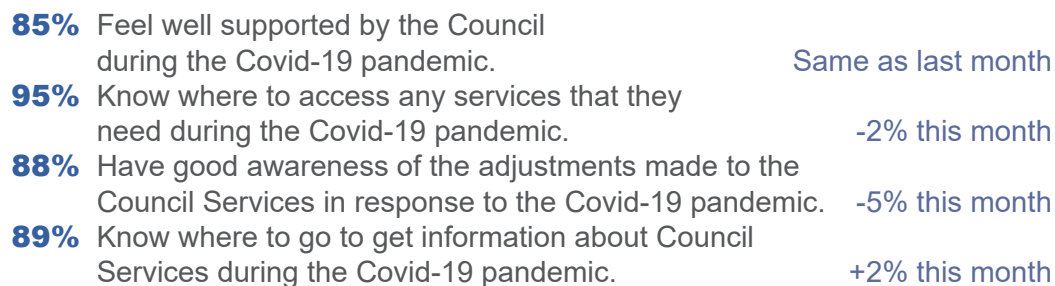
Reputation:

Percentage of respondents agreeing with the following statements

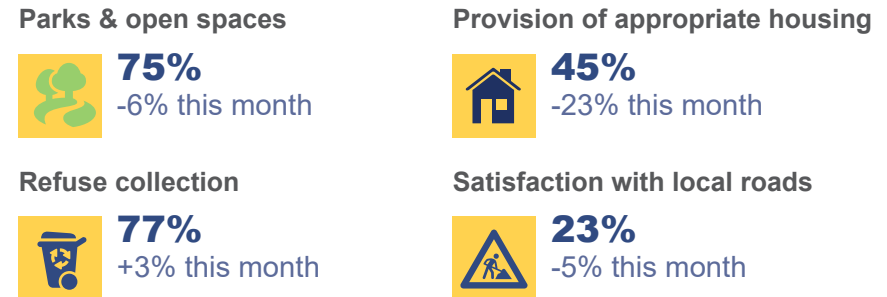


Views on communication:

Percentage of respondents agreeing with the following statements






Satisfaction key services:









Satisfaction with services which are currently operating differently due to the Covid 19 pandemic:



Customer Care:

May	
	
Telephone Calls	
Calls Queued to Customer Services	15,431
Answered Call Volumes	11,022
	
Queries/Cases	
Total Queries	1,094
Queries solved at first point of contact	9,675
% of Queries solved at first point of contact (75% target)	88%
	
Email	
Email Queries	2,573
% of email Queries solved at first point of contact	98%
Webchat Queries	2,010
% of Webchat Queries solved at first point of contact	95%

April	
	
Telephone Calls	
Calls Queued to Customer Services	15,872
Answered Call Volumes	12,643
	
Queries/Cases	
Total Queries	12,594
Queries solved at first point of contact	11,461
% of Queries solved at first point of contact (75% target)	91%
	
Email	
Email Queries	1,855
% of email Queries solved at first point of contact	99%
Webchat Queries	2,108
% of Webchat Queries solved at first point of contact	94%

March	
	
Telephone Calls	
Calls Queued to Customer Services	17,339
Answered Call Volumes	15,290
	
Queries/Cases	
Total Queries	15,282
Queries solved at first point of contact	14,024
% of Queries solved at first point of contact (75% target)	91.8%
	
Email	
Email Queries	2,197
% of email Queries solved at first point of contact	100%
Webchat Queries	2,356
% of Webchat Queries solved at first point of contact	94.18%

Customer Care: Social Media



Top Posts: **FACEBOOK**

1st: PEOPLE REACHED 46,346

We're introducing two new posters from Andrea Hall Design this summer to help tackle litter across Aberdeenshire!

Over the coming months, these posters will be displayed in parks and open spaces as a reminder to be mindful of the environment.

Despite the fantastic efforts of council staff, individuals and community groups who work tirelessly to keep Aberdeenshire clean, there are still many people who continue to leave rubbish in our towns, villages, and natural spaces... (continued)

2nd: PEOPLE REACHED 27,925

ELECTION RESULTS UPDATE 5.5PM

Declaration of regional votes cast in Aberdeenshire West constituency

Electorate – 60,081; Total votes cast – 41,893; Turnout – 69.73% (continued)

3rd: PEOPLE REACHED 25,927

Take time to think before making a decision. Rogue traders may try to pressure you by saying that they have special deals which are only available today.

Don't let an uninvited trader start work straight away.

As lockdown restrictions ease, rogue traders might step up their operations.

Don't deal with cold callers - find local traders who have been vetted by Trading Standards at <https://approvedtrader.scot/>

For the latest guidance and advice, follow our Trading Standards team on Twitter @AberdeenshireTS

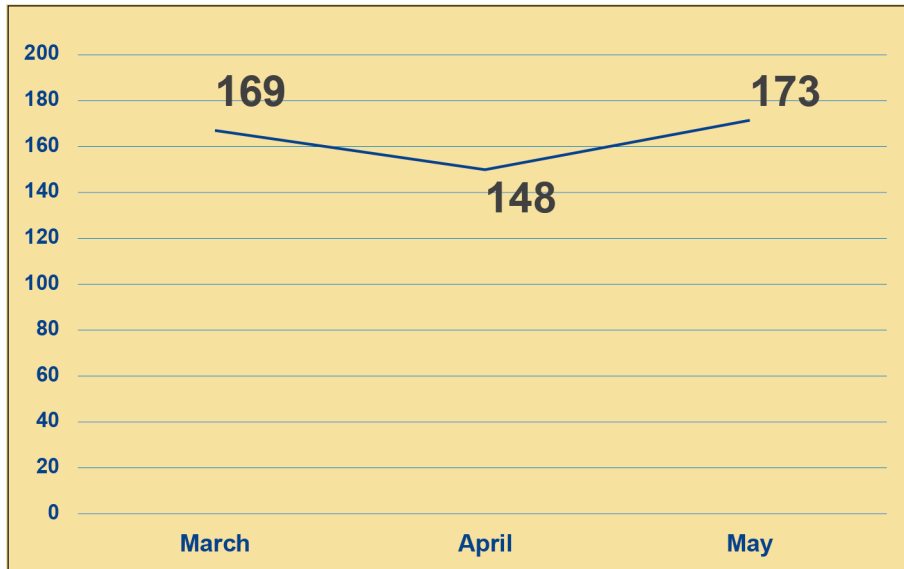
#ShutOutScammers



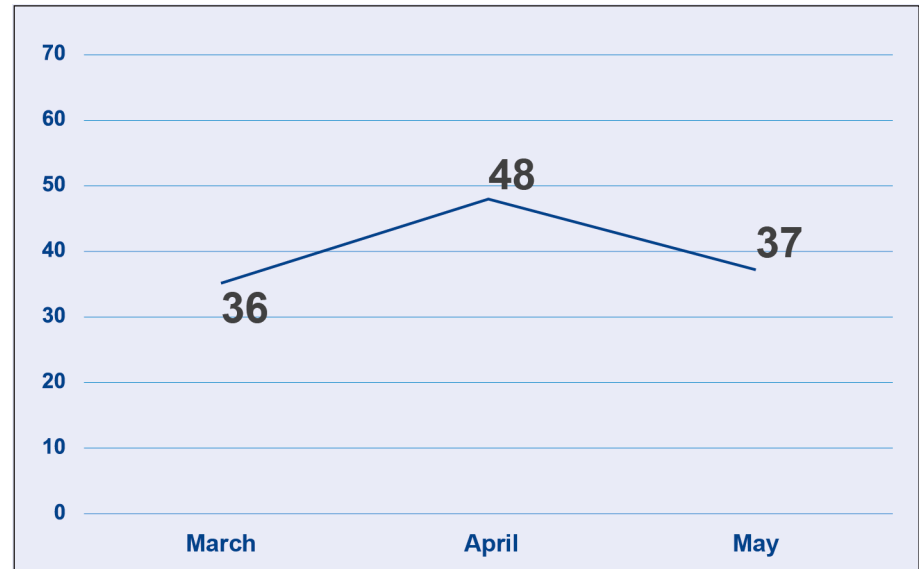
TWITTER in **FEBRUARY**

- **458,300 Impressions** on **114 TWEETS & 356 RETWEETS**
- **-101** new **FOLLOWERS**
- **513** mentions
- **18,300** profile visits

173 Complaints Received in May



37 Compliments Received in May



144 Complaints Resolved

