

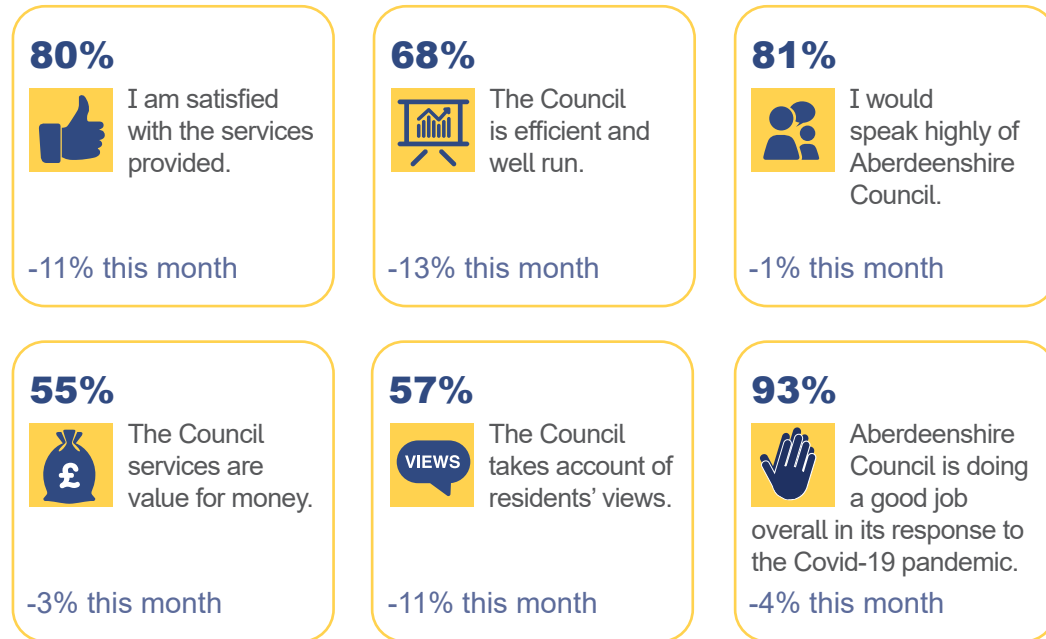
Aberdeenshire Council Reputation Tracker AUGUST 2021



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

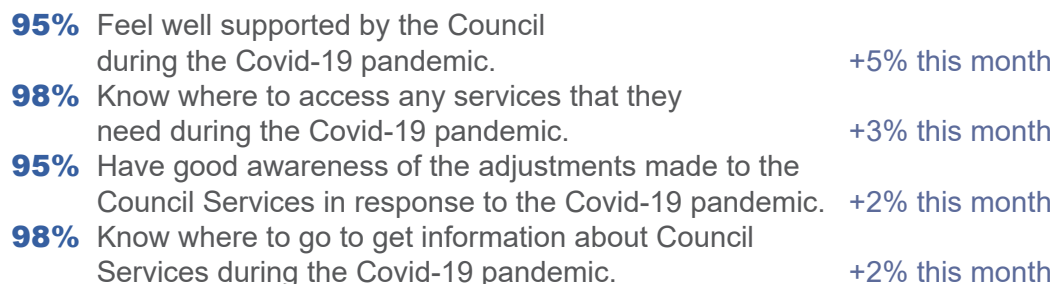
Reputation:

Percentage of respondents agreeing with the following statements



Views on communication:

Percentage of respondents agreeing with the following statements



Satisfaction key services:

Parks & open spaces



Provision of appropriate housing



Refuse collection



Satisfaction with local roads



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

Quality of customer services



Teaching & learning for school pupils



Social work services



Social care services



Library services






Museums and visitor attractions









Sports and physical activities



Customer Care:

August	
	
Telephone Calls	
Calls Queued to Customer Services	15,941
Answered Call Volumes	10,879
	
Queries/Cases	
Total Queries	11,157
Queries solved at first point of contact	9,483
% of Queries solved at first point of contact (75% target)	85%
	
Email	
Email Queries	2,307
% of email Queries solved at first point of contact	97%
Webchat Queries	2,233
% of Webchat Queries solved at first point of contact	99%

July	
	
Telephone Calls	
Calls Queued to Customer Services	15,179
Answered Call Volumes	9,988
	
Queries/Cases	
Total Queries	10,304
Queries solved at first point of contact	8,655
% of Queries solved at first point of contact (75% target)	84%
	
Email	
Email Queries	2,307
% of email Queries solved at first point of contact	98%
Webchat Queries	2,106
% of Webchat Queries solved at first point of contact	97%

June	
	
Telephone Calls	
Calls Queued to Customer Services	18,116
Answered Call Volumes	11,611
	
Queries/Cases	
Total Queries	11,818
Queries solved at first point of contact	10,163
% of Queries solved at first point of contact (75% target)	86%
	
Email	
Email Queries	2,586
% of email Queries solved at first point of contact	97%
Webchat Queries	2,142
% of Webchat Queries solved at first point of contact	98%

Customer Care: Social Media



Top Posts: **FACEBOOK**

1st: PEOPLE REACHED 44,237

Applicants for council housing in Aberdeenshire can now choose the specific properties they hope to secure, following the introduction of a new 'choice-based lettings' application process. The approach forms part of the Housing Online platform launched earlier this year and is available to everybody registered on the system. Choice-based lettings allows applicants to register an interest on available properties they feel best meets their needs, in the areas they wish to live. Previously, only a preferred area could be chosen, not individual homes.

Each week, a new list of properties will be advertised on the platform along with a range of information, including location, rent, facilities, floorplans and virtual tours where available.

Full details here: <https://online.aberdeenshire.gov.uk/apps/news/release.aspx...>

2nd: PEOPLE REACHED 28,335

This past week or so we have been asked about what we are doing as a result of the situation in Afghanistan, so we thought an update would be useful. We are escalating our response here in Aberdeenshire. The spaces we can offer to families and individuals has doubled this week and we are continuing to grow what we can offer. And to everyone who we are working with or has contacted us, thank you.

A few of the questions we are getting asked a lot are hopefully answered below... (continued)

3rd: PEOPLE REACHED 27,371

One more week until the launch of Ready2Go Around Inverurie!

As of today, you can now download our new Ready2Go DRT app from the Apple Store or Google Play Store.

Beginning August 16th, Ready2Go will provide residents in Inverurie and surrounding areas with improved access to public transport. Using the Ready2Go app, customers can request a bus at any time, plan their journeys, and track their bus in real-time.

Passengers without a smartphone can phone the council at 01467 535 333 or email a2bdialabus@aberdeenshire.gov.uk to book their bus.

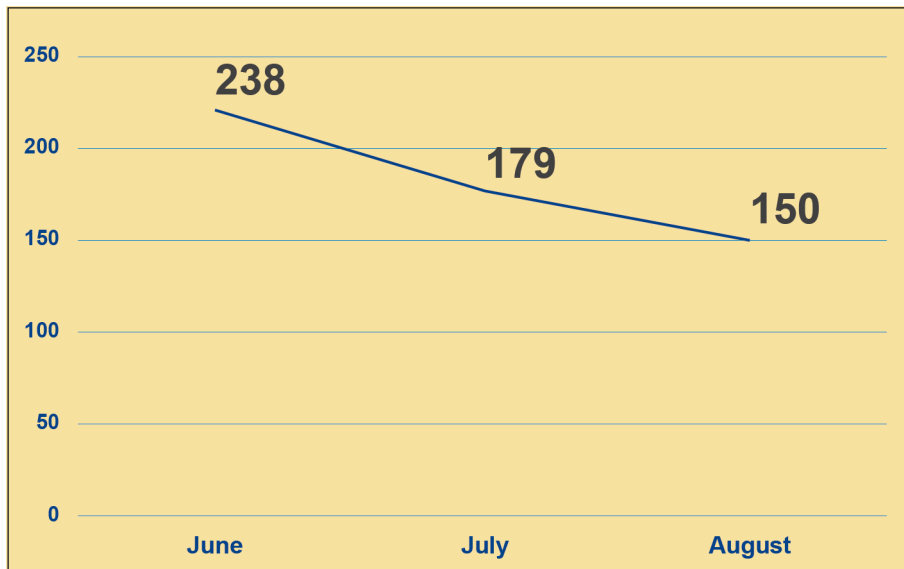
For more information: <https://www.aberdeenshire.gov.uk/.../public-transpo.../ready2go/>



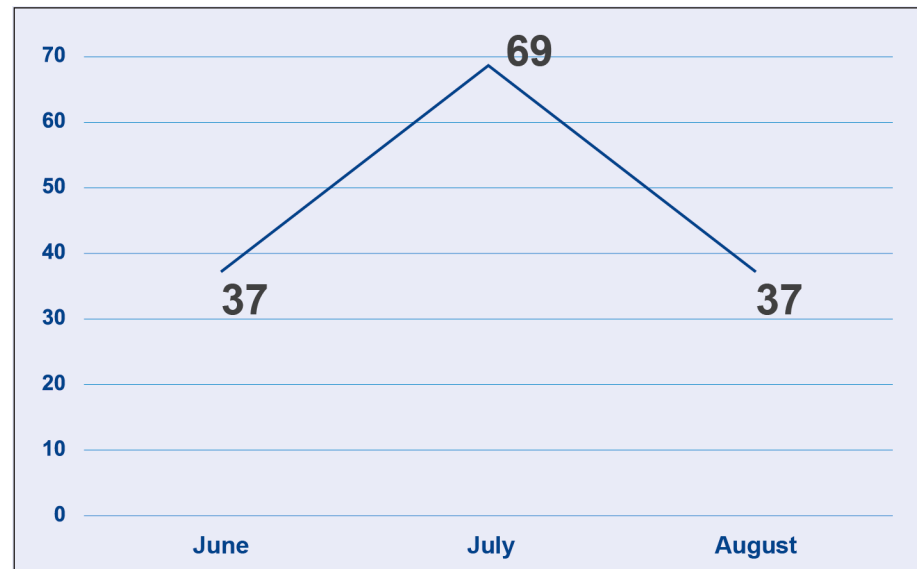
TWITTER in **AUGUST**

- **277,500 Impressions** on **89 TWEETS & 310 RETWEETS**
- **82** new **FOLLOWERS**
- **786** mentions
- **12,200** profile visits

150 Complaints Received in August



37 Compliments Received in August



119 Complaints Resolved

