

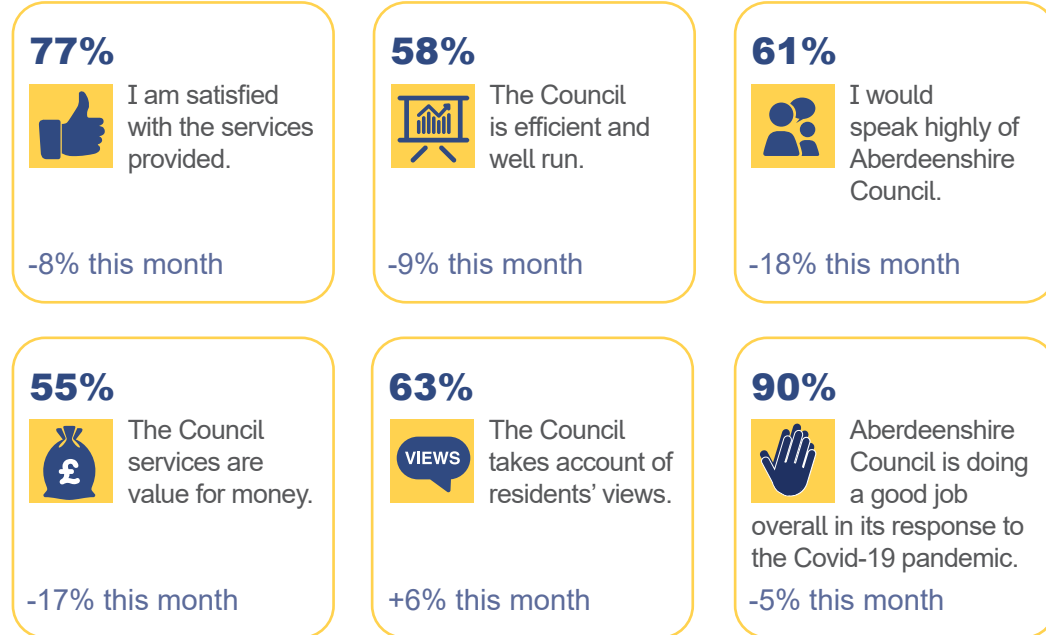
Aberdeenshire Council Reputation Tracker FEB 2022



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

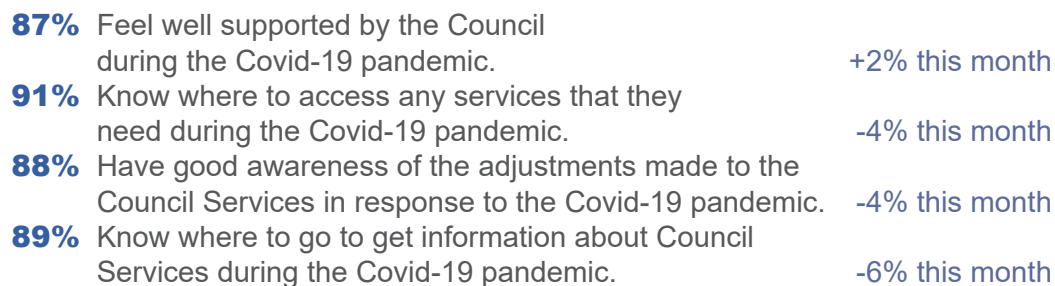
Reputation:

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



Refuse collection



Keeping the streets clean



Provision of appropriate housing



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:

February	
	
Telephone Calls	
Calls Queued to Customer Services	12,956
Answered Call Volumes	10,279
	
Queries/Cases	
Total Queries	10,589
Queries solved at first point of contact	9,318
% of Queries solved at first point of contact (75% target)	88%
	
Email	
Email Queries	2,195
% of email Queries solved at first point of contact	95%
Webchat Queries	1,442
% of Webchat Queries solved at first point of contact	100%

January	
	
Telephone Calls	
Calls Queued to Customer Services	13,847
Answered Call Volumes	9,808
	
Queries/Cases	
Total Queries	9,987
Queries solved at first point of contact	8,689
% of Queries solved at first point of contact (75% target)	87%
	
Email	
Email Queries	2,461
% of email Queries solved at first point of contact	96%
Webchat Queries	1,438
% of Webchat Queries solved at first point of contact	98%

December	
	
Telephone Calls	
Calls Queued to Customer Services	12,347
Answered Call Volumes	8,777
	
Queries/Cases	
Total Queries	8,886
Queries solved at first point of contact	7,731
% of Queries solved at first point of contact (75% target)	87%
	
Email	
Email Queries	2,646
% of email Queries solved at first point of contact	97%
Webchat Queries	1,191
% of Webchat Queries solved at first point of contact	99%

Customer Care: Social Media



Top Posts: **FACEBOOK**

1st: PEOPLE REACHED 135,784

It has been agreed today that Council Tax in Aberdeenshire will increase by 3% for the next financial year (1 April onwards).

Councillors met today and debated an increase before it was agreed. They recognised the impact of increased cost of living on families and communities across Aberdeenshire.

Council officers are currently working out the quickest and easiest way to provide people with the recently announced cost of living payments (a £150 refund to people in property bands A-D). We will share more info about that when we know exactly how this will work.

The attached shows roughly what the impact of that 3% will be on all the different bands. Hoping this puts it into a bit of context.

Please remember that what appears in this wee table does not include the charges which are applied for water and sewerage, so your final bill will look different to this. This is just a rough estimate.

2nd: PEOPLE REACHED 104,508

Probably not the news you are all hoping for, but we are monitoring a few further spells of potentially disruptive weather over the weekend and into next week.

We're still out treating the roads network this afternoon and crews will be out again from 5.40am tomorrow morning – but remember there is a yellow warning for ice from 6pm tonight till 9am tomorrow so please take care if you do have to be out and about.

An additional 2-7cm of snow is expected early this evening, especially on high ground with over 10cm on some highest roads and a thin additional covering is possible from wintry showers late tonight... (continued)

3rd: PEOPLE REACHED 99,871

UPDATE: The Met Office has issued yellow warnings for snow and wind affecting Grampian. Snow could affect western parts of Aberdeenshire from around 4pm today (Wed) until around 11am tomorrow (Thu), while windspeeds of around 50mph and perhaps approaching 60mph in areas could affect southern parts of Aberdeenshire from around 3am until around noon tomorrow (Thu).

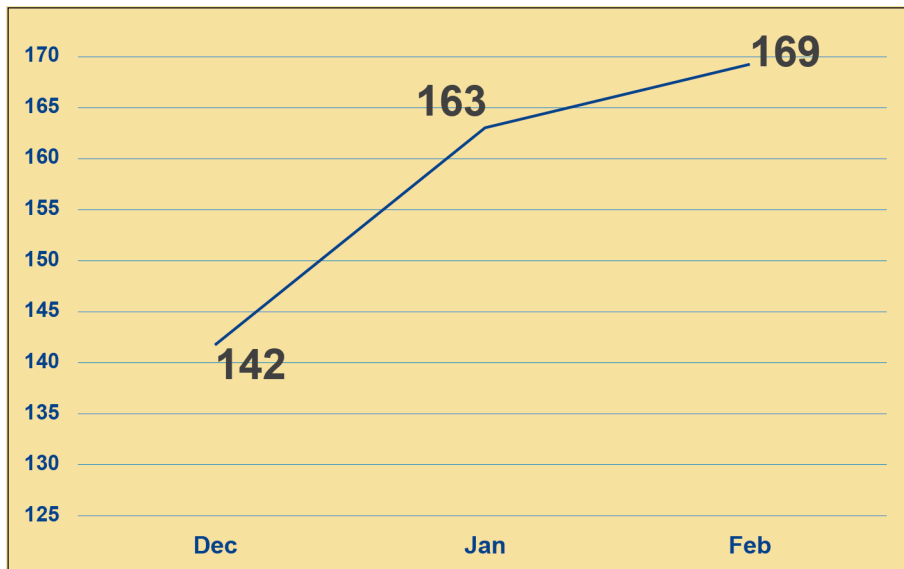
The Met Office says that although such windspeeds are not unusual for the time of year, recently weakened trees and structures may mean a greater likelihood of localised damage or disruption, so please plan ahead and consider any preparations you may need to make



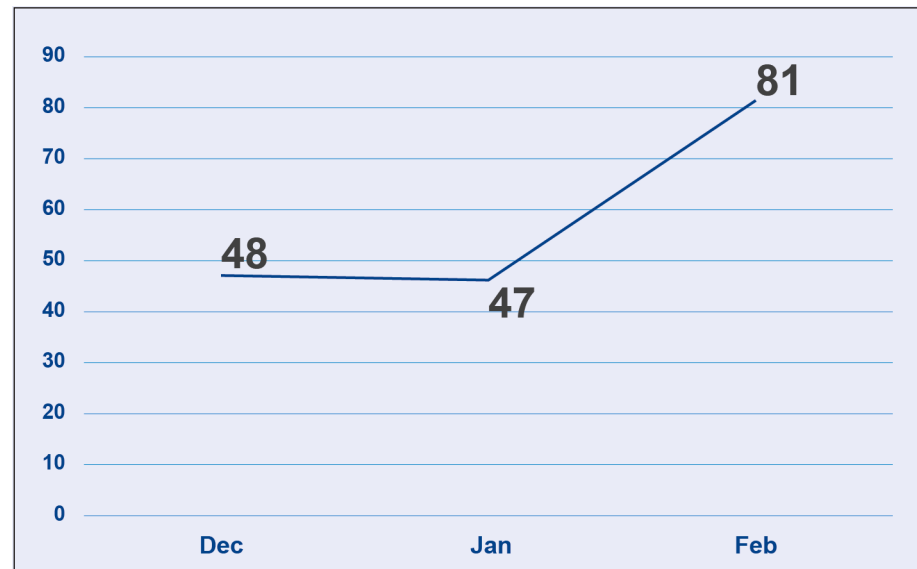
TWITTER in **FEBRUARY**

- **223,700 Impressions** on **101 TWEETS (8K IMPRESSIONS PER DAY) & 249 RETWEETS**
- **243** new **FOLLOWERS**
- **574** mentions
- **27,000** profile visits

169 Complaints Received in February



81 Compliments Received in February



143 Complaints Resolved

