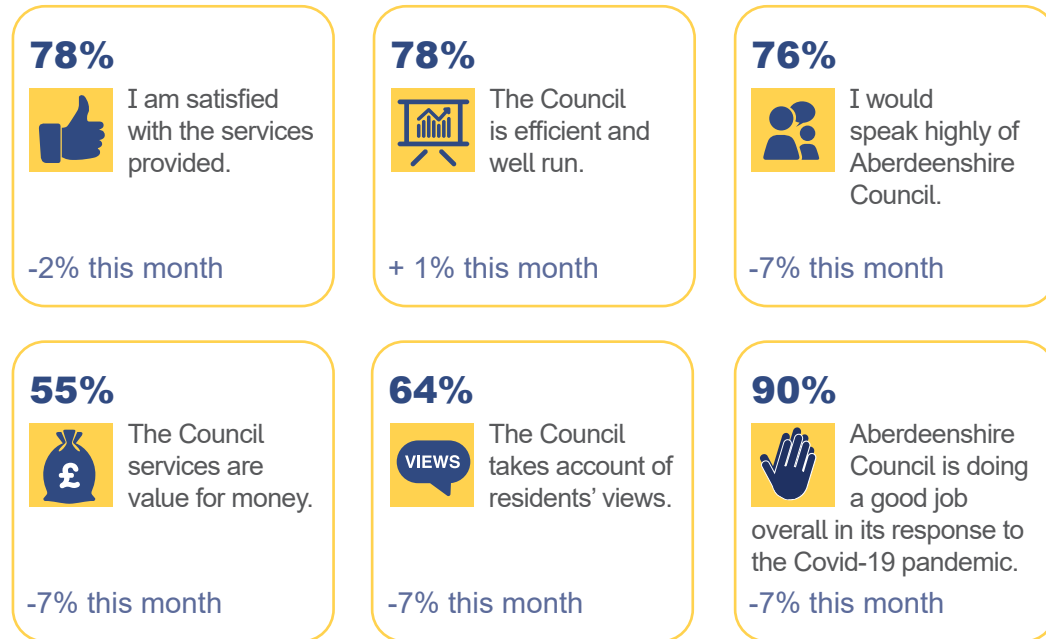


Aberdeenshire Council Reputation Tracker JUNE 2021

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

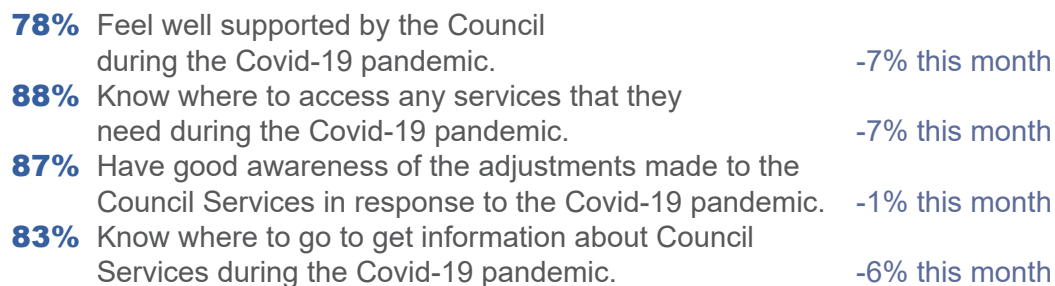
Reputation:

Percentage of respondents agreeing with the following statements

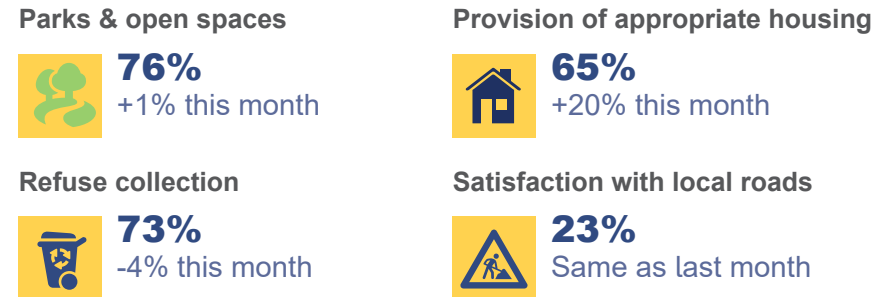


Views on communication:

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:

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%

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%

Customer Care: Social Media



Top Posts: **FACEBOOK**

1st: PEOPLE REACHED 60,557

With the better summer weather starting to appear, many of us are having a good old clear out of sheds and garages. But one of the things we've noticed making an unwanted appearance at our household recycling centres is an abundance of paint. Unfortunately, paint is a hazardous material, therefore it cannot be recycled. We don't accept paint in its fluid form at our centres as it can leak from tins or even explode under the pressure from our compactors - posing a risk to people and vehicles... (continued)

2nd: PEOPLE REACHED 37,997

We're all looking forward to getting out and about in Aberdeenshire on what promises to be another cracking weekend. We want people to enjoy our beautiful scenery, our attractions and the warm welcome you get in our towns and villages. But once again we make this plea to act responsibly, #BinYourLitter or take it home and keep our country parks and scenery looking stunning... (continued)

3rd: PEOPLE REACHED 34,284

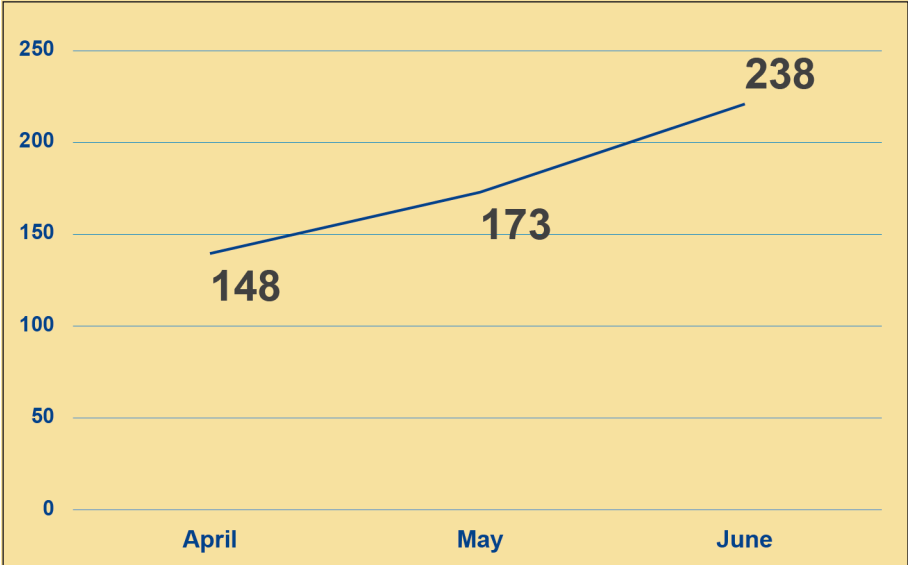
We are preparing to roll out a mobile testing programme across the region for those without Covid symptoms from Monday next week (July 5). In addition to operating pop-up test centres, we have converted mobile library vehicles to enable residents to undertake lateral flow tests in their own communities without the need for lengthy travel. The new service will also enable us to pro-actively respond to areas which have seen an increase in detected Covid cases such as Aboyne and Westhill in recent weeks. For full details including links to locations, dates and times, visit: <https://online.aberdeenshire.gov.uk/apps/news/release.aspx...>



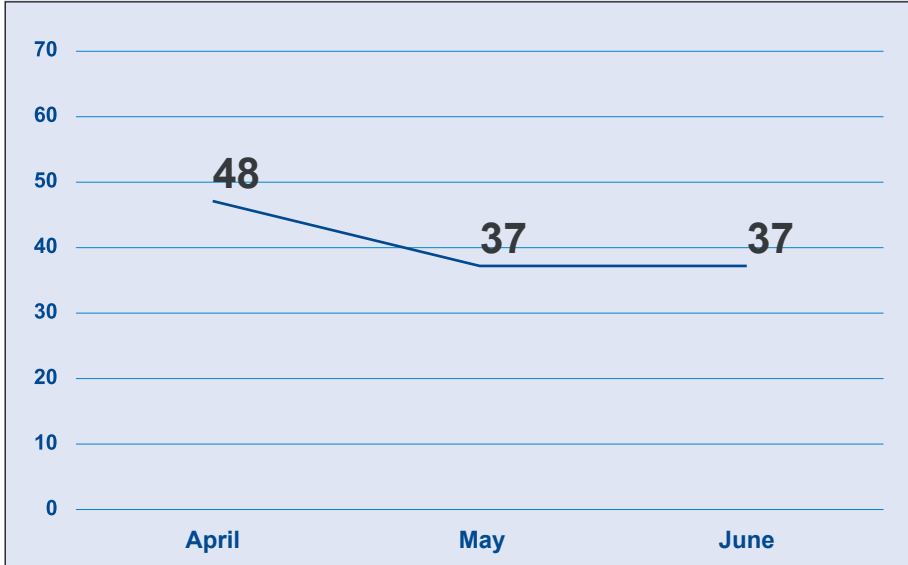
TWITTER in **FEBRUARY**

- **528,000 Impressions** on **152 TWEETS & 444 RETWEETS**
- **74** new **FOLLOWERS**
- **986** mentions
- **16,900** profile visits

238 Complaints Received in June



37 Compliments Received in June



199 Complaints Resolved

