

# Reputation Tracker - JUNE 2020

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

## Reputation Percentage of respondents agreeing with the following statements

**98%**



I am satisfied with the services provided.

+ 2% this month

**93%**



The Council is efficient and well run.

+ 6% this month

**91%**



I would speak highly of Aberdeenshire Council.

- 3% this month

**87%**



The Council services are value for money.

+ 3% this month

**92%**



The Council takes account of residents' views.

+ 2% this month

**94%**



Aberdeenshire Council is doing a good job overall in its response to the Covid-19 pandemic.

- 4% this month

## Satisfaction key services

**58%**



Parks & open spaces  
- 35% this month

**75%**



Provision of appropriate housing  
+ 2% this month

**92%**



Refuse collection  
consistent with last month

**57%**



Satisfaction with local roads  
- 16% this month

**74%**



Teaching & learning for school pupils  
- 15% this month

**56%**



Social care services  
- 34% this month

**80%**



Social work services  
consistent with last month

**83%**



Quality of customer services  
- 13% this month

## Satisfaction with services

which are currently operating differently due to the COVID 19 pandemic

## Views on communication Percentage of respondents agreeing with the following statements

**83%** - Feel well supported by the Council during the Covid-19 pandemic -10% this month

**93%** - Know where to access any services that they need during the Covid-19 pandemic +1% this month

**88%** - Have good awareness of the adjustments made to the Council Services in response to the Covid-19 pandemic -5% this month

**89%** - Know where to go to get information about Council Services during the Covid-19 pandemic +5% this month

# CUSTOMER CARE

## June



### Telephone Calls

Calls Queued to Customer Services 17,646

Answered Call Volumes 13,901



### Queries/Cases

Total Queries 13,296

Queries solved at first point of contact 12,026

% of Queries solved at first point of contact (75% target) 90.45%



### Email

Email Queries 1,259

% of email Queries solved at first point of contact 100%

Webchat Queries 3,764

% of Webchat Queries solved at first point of contact 97.50%

## May



### Telephone Calls

Calls Queued to Customer Services 11,616

Answered Call Volumes 10,188



### Queries/Cases

Total Queries 9,903

Queries solved at first point of contact 8,886

% of Queries solved at first point of contact (75% target) 90%



### Email

Email Queries 911

% of email Queries solved at first point of contact 100%

Webchat Queries 2,646

% of Webchat Queries solved at first point of contact 93%

## April



### Telephone Calls

Calls Queued to Customer Services 14,309

Answered Call Volumes 12,469



### Queries/Cases

Total Queries 11,842

Queries solved at first point of contact 10,422

% of Queries solved at first point of contact (75% target) 88.01%



### Email

Email Queries 901

% of email Queries solved at first point of contact 100%

Webchat Queries 2,462

% of Webchat Queries solved at first point of contact 91.50%

# CUSTOMER CARE

## SOCIAL MEDIA

### Top Posts FACEBOOK

#### 1 PEOPLE REACHED 83,368

Aberdeenshire Council is reminding residents that all of its play areas remain closed as a result of the Covid-19 pandemic. During the recent easing of lockdown restrictions, there were many reports across the region of children being allowed by parents and carers to play on the equipment. These parks were closed in March specifically to prevent the spread of coronavirus through hand-to-hand contact...

#### 2 PEOPLE REACHED 62,977

Aberdeenshire Council can confirm that all 469 of its children's playparks will be reopening on Monday, June 29. The parks have been closed since March to prevent the spread of coronavirus through hand-to-hand contact. Our Landscape Services staff have been busy undertaking grass-cutting and carrying out safety inspections of facilities across the North-east ahead of next week's reopening which is in line with the Scottish Government's phased return...

#### 3 PEOPLE REACHED 56,661

Our Director of Education and Children's Services has issued another update to parents and carers via all schools this week and summarises some of the key points in this video clip. Plans to prepare schools for a 'new normal' are ongoing, and Laurence is keen to stress that school provision will look very different in August. Social distancing and increased hygiene measures will be put in place, meaning a significant decrease in the amount of young people in a class at any one time. Progress is ongoing when it comes to making arrangements for school transport, staffing, catering and much more besides. As Laurence explains: "This is a hugely complex undertaking and while we don't have all the answers yet I am keen to assure you that council officers and Head Teachers and their teams are working very hard to have plans in place to share with you all ahead of the summer break. In the meantime, we thank you for your patience."

## TWITTER in JUNE



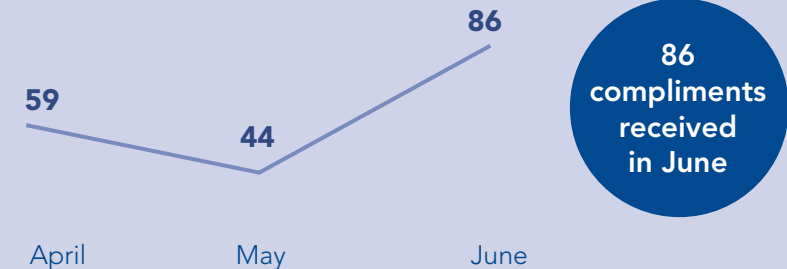
- 33,600 followers on TWITTER
- 321,400 Impressions on 68 TWEETS & 513 RETWEETS
- 66 new FOLLOWERS
- 803 mentions
- 3598 profile visits

## FEEDBACK

### Complaints received.



### Compliments received.



### Complaints resolved at level one and two.

