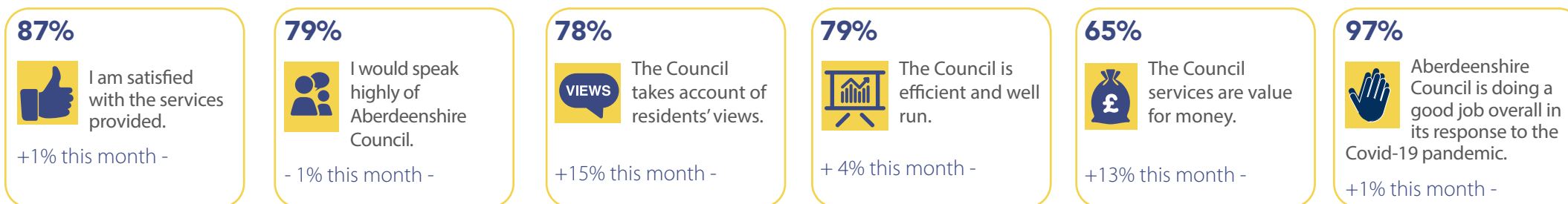


Aberdeenshire Council Reputation Tracker - JANUARY 2021 -

- 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 -



- 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



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

72% - Feel well supported by the Council during the Covid-19 pandemic -18% this month

93% - Know where to access any services that they need during the Covid-19 pandemic same as last month

93% - Have good awareness of the adjustments made to the Council Services in response to the Covid-19 pandemic -same as last month

95% - Know where to go to get information about Council Services during the Covid-19 pandemic same as last month

CUSTOMER CARE -

January -



Telephone Calls -

Calls Queued to Customer Services 14,230 -

Answered Call Volumes 11,618 -



Queries/Cases -

Total Queries 11,566 -

Queries solved at first point of contact 10,438 -

% of Queries solved at first point of contact (75% target) 90.25% -



Email -

Email Queries 2,377 -

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

Webchat Queries 2,750 -

% of Webchat Queries solved at first point of contact 98% -

December -



Telephone Calls -

Calls Queued to Customer Services 15,435 -

Answered Call Volumes 9,401 -



Queries/Cases -

Total Queries 9,588 -

Queries solved at first point of contact 8,483 -

% of Queries solved at first point of contact (75% target) 88.48% -



Email -

Email Queries 2,313 -

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

Webchat Queries 2,072 -

% of Webchat Queries solved at first point of contact 98.3% -

November -



Telephone Calls -

Calls Queued to Customer Services 18,399 -

Answered Call Volumes 8,101 -



Queries/Cases -

Total Queries 8,307 -

Queries solved at first point of contact 7,405 -

% of Queries solved at first point of contact (75% target) 89.14% -



Email -

Email Queries 3445 -

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

Webchat Queries 2,385 -

% of Webchat Queries solved at first point of contact 97.8% -

CUSTOMER CARE - SOCIAL MEDIA

-Top Posts FACEBOOK

1st - PEOPLE REACHED 54,089

We have to prioritise which routes are gritted and ploughed owing to the vastness of our road network totalling around 3,370 miles in length – that's 10.3% of the non-trunk road network in Scotland.

This means that in times of severe winter weather there may be a delay before we are in a position to treat more minor roads and residential streets.

It is impractical to provide a precautionary treatment to all of the roads in Aberdeenshire, therefore we have developed a Primary Treatment Network comprising mainly A-class and other busy roads linking our communities...

2nd - PEOPLE REACHED 39,836

Aberdeenshire Council will shortly be commencing its annual removal of all Christmas wreaths and artefacts from its burial grounds.

Any wreaths or Christmas items placed on loved ones graves, during the festive period and which you wish to be retained should be removed before 1st February.

3rd - PEOPLE REACHED 34,657

Did you know a young #carer is anyone up to age 18 who cares for a family member or friend due to illness, disability, mental health or addiction? Caring can be physical, emotional or practical.

Help is available to support carers' health and wellbeing: <http://bit.ly/youngcarers21strategy>

Quarriers Aberdeenshire Health & Social Care Partnership - AHSCP NHS Grampian North East Police Division Aberdeenshire VoluntaryAction

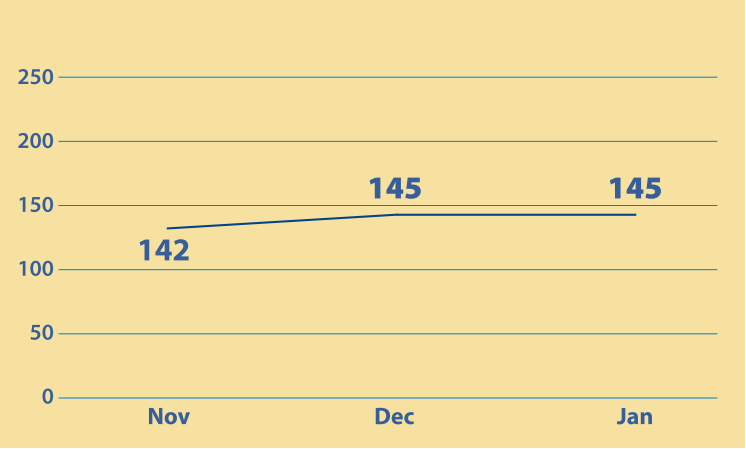
-TWITTER in JANUARY -



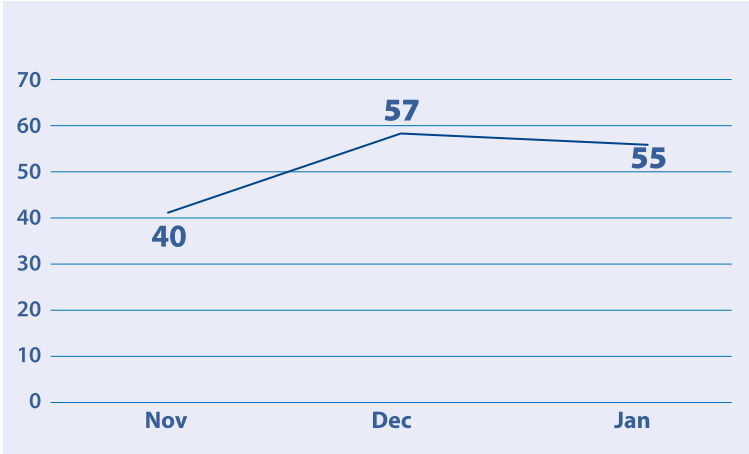
- **320,600 Impressions** on **84 TWEETS & 452 RETWEETS**
- **113 new FOLLOWERS**
- **795 mentions**
- **7992 profile visits**

FEEDBACK -

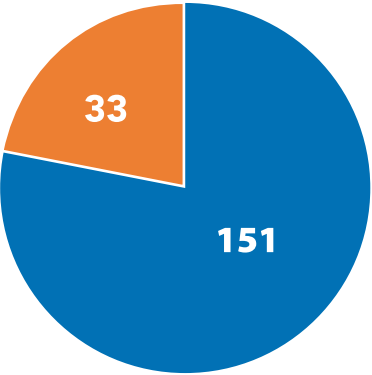
145 Compliments Received in January



55 Compliments Received in January



Complaints resolved at level one and two -



■ 151 complaints resolved at level one - ■ 33 complaints resolved at level two -