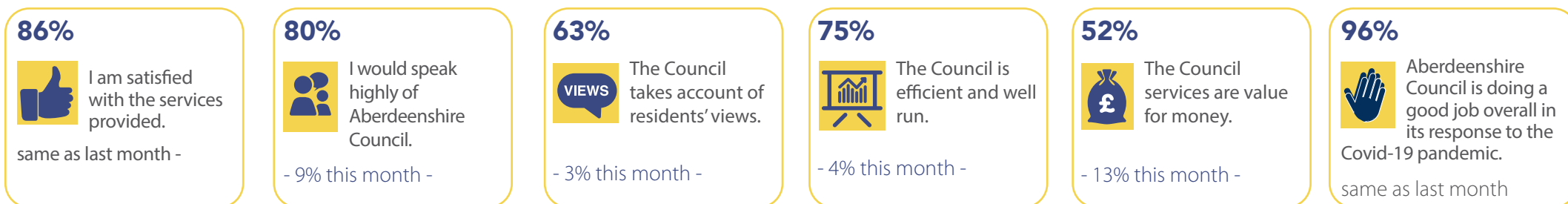


# Aberdeenshire Council Reputation Tracker - DECEMBER 2020 -

- 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 -



## - 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 -

**90%** - Feel well supported by the Council during the Covid-19 pandemic +6% 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 -2% this month

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

# CUSTOMER CARE -

## 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% -

## October -



### Telephone Calls -

Calls Queued to Customer Services 22,827 -

Answered Call Volumes 9,017 -



### Queries/Cases -

Total Queries 9,638 -

Queries solved at first point of contact 8,479 -

% of Queries solved at first point of contact (75% target) 87% -



### Email -

Email Queries 2,502 -

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

Webchat Queries 2,876 -

% of Webchat Queries solved at first point of contact 97.5% -

## CUSTOMER CARE - SOCIAL MEDIA

### -Top Posts FACEBOOK

#### 1st - PEOPLE REACHED **85,013**

It has been confirmed today that Aberdeenshire will move to level 3 in the national Covid-19 protection levels from 6pm Friday.

Head to this page to find out what that means in Aberdeenshire (or any other local authority area). <https://www.gov.scot/.../coronavirus-covid-19-protection-lev.../>

This screen shot shows, in a nutshell, what level 3 means. Go onto the website for more.

#### 2nd - PEOPLE REACHED **64,144**

The registration week for primary one in Aberdeenshire will take place from Monday, January 11 to Friday, January 15. All children who are aged five by Tuesday, February 22, 2022 are invited to register for primary one admission in August.

Parents and carers of those children due to commence attendance at school in August should now register their children for the appropriate local primary school.

To register for a primary school place, for a school within your catchment area, please complete the online application which can be found at <http://www.bit.ly/3r5culu> from Monday, January 11...

#### 3rd - PEOPLE REACHED **59,542**

Today education colleagues have sent this update to Head Teachers, who will be sharing with parents. Wanted to share here too for wider awareness. It is a long read, sorry! Relating to schools after the festive break:

The following is the proposed plan for Aberdeenshire schools after the First Minister's announcement on Saturday 19th December. It adheres exactly to the guidance provided by Scottish Government and will hopefully allow local decisions to be made in the most effective way for children and young people across our Council...

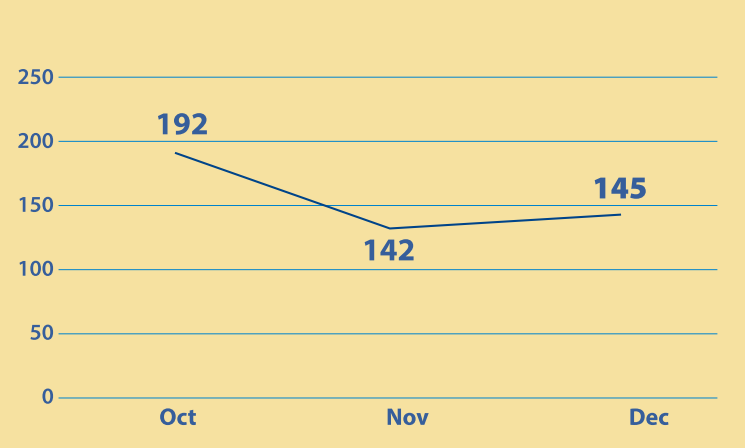
### -TWITTER in **DECEMBER** -



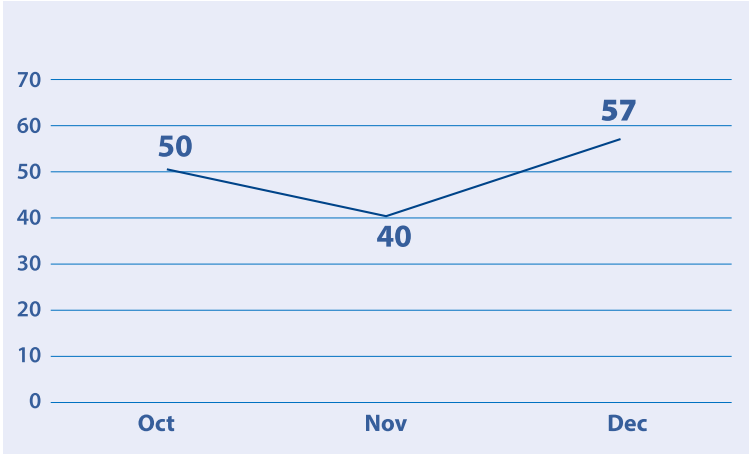
- **331,000 Impressions** on **84 TWEETS & 452 RETWEETS**
- **83 new FOLLOWERS**
- **652 mentions**
- **7296 profile visits**

# FEEDBACK -

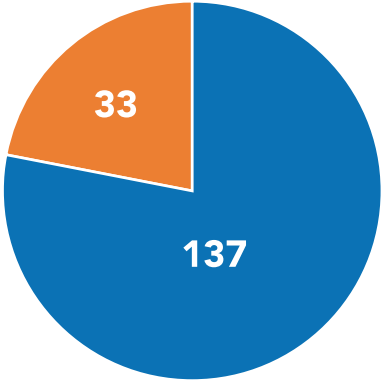
145 Complaints Received in December



57 Compliments Received in December



Complaints resolved at level one and two -



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