



# 8x8 for local government.

## Accessible, inclusive communications.

Citizens expect quick, accessible answers—whether it's about bin collections, council tax, or booking support services. But outdated systems, siloed data, and rising demand make consistent, high quality service difficult.

Contact centres are overwhelmed with routine enquiries that could easily be automated. Meanwhile, citizens experience frustrating delays and agents are stretched thin.

Removing silos and creating accessible, inclusive communication experiences is essential to create and maintain efficiency across local government.

## Building trust and efficiency.

No matter the channel—call, chat, or message, people expect fast, seamless help. With 8x8 Contact Centre, you can meet that demand.

Customisable workspaces support every team, while intuitive collaboration tools connect agents to back-office staff in real time.

AI-powered automation handles repetitive tasks, freeing staff to focus on more complex service requests. It's how councils do more, serve better, and build trust—without adding headcount.

The result? First-time resolutions, happier citizens, and greater effectiveness.

## Key benefits

- Omnichannel reach - Citizens connect via their preferred channel—voice, video, chat, SMS, or WhatsApp.
- Smart automation - Deflect routine enquiries with out-of-the-box AI templates designed for local government.
- Proactive messaging - Personalised, timely messages that drive action.
- Live video elevation - Instantly switch to video for real-time, accurate incident assessments and resolution.
- Real-time analytics - Track performance, citizen satisfaction, and service trends from one dashboard.
- Secure & certified - 99.999% uptime, GDPR, PCI-DSS compliant payments, UK data hosting.

## Contact centre optimisation.

8x8 gives agents a unified workspace to manage every channel, saving up to four hours a week switching between applications. Reporting incidents is speeded up with built-in video elevation while the integrity of staff and citizens is protected with PCI-DSS compliant payment tools. For team leaders, 8x8 Supervisor Workspace dashboards provide real-time visibility into KPIs and sentiment to spot issues early, act fast, and maintain excellent service without added strain or cost.

## Automated AI driven service efficiency.

Great service begins with smart automation. 8x8 Intelligent Customer Assistant deflects routine enquiries agents can focus where it matters. Ready-made AI templates handle FAQs, bookings, service requests and more, simply and efficiently. Seamless human handoffs keep things running smoothly—reducing wait times, cutting costs, and delivering better outcomes for citizens and staff.

## Visual interaction for faster outcomes.

When issues are misreported, councils lose time and trust. 8x8 enables agents to launch secure video calls instantly, capturing real-time visuals and GPS

data. Annotated footage goes directly to the right team—reducing delays and improving accuracy. The result? Faster, first-time resolutions that save resources and build public confidence in your services.

## Timely messaging that drives action.

Proactive engagement changes the game. With 8x8 Proactive Outreach to send personalised SMS updates and reminders—timed for maximum impact, missed appointments are reduced and payments collected on time. Instant two-way replies resolve issues faster and keep services running smoothly. It's a simple, scalable way to reduce costs, improve outcomes, and reach people when it matters most.

## Performance Visibility and service insights.

You can't improve what you can't measure. Without visibility, councils struggle to understand what's working—or where they're falling short. 8x8 solves that. Real-time dashboards and sentiment analysis let leaders track call deflection, CSAT, and service trends instantly. You'll know when to retrain, where to automate, and how to optimise performance. It's smart, actionable insight that helps councils meet service, inclusion, and efficiency goals—all while driving continuous improvement.

**“8x8’s feature-rich platform lets us really improve the services that we deliver to our community.”**

Mark Lumley, Director of Digital and IT  
London Borough of Hounslow