

A young woman with her arms raised in a city street, wearing a denim jacket and a colorful crop top. The background shows tall buildings and a clear sky.

8x8[®]

Increase citizen engagement with 8x8

Your guide to improving communications with
Proactive Outreach.

Fast, effective communication

Effective citizen engagement is crucial to share information and the gather valuable feedback to ensure efficiency across the plethora of services local government provide.

8x8® Proactive Outreach™ enhances SMS, WhatsApp and RCS to boost citizen engagement and ensure maximum impact for important messages.

Ensure the highest engagement rate for personalised bulk messaging and tailored 1-2-1 interactions, while automating workflows to effortlessly handle message distribution and responses, optimising workforce productivity and increasing first-time resolution.

Whether sharing local news, processing payments, confirming appointments or sending reminders about overdue library books and parking permits, 8x8's Proactive Outreach makes your communications impactful, ensures high open rates and allows for real-time agent interactions.



Impactful and accessible communications

Consumers are bombarded with information. The challenge for local government is to ensure their messages are received and read.

Clear and concise communications are not enough—it is essential to ensure your messages are not lost in the ‘noise.’

Chat and SMS channels are highly cost-effective and boast a higher open and response rate than email. And, with people in the UK reported to access their mobile phone every 12 minutes,¹ messages can be scheduled to arrive promptly for maximum impact.

Communicating across many demographics can be challenging. Choosing 8x8 Proactive Outreach to connect via a mobile phone makes communications more accessible and engaging, increasing the reach of your notifications, surveys and reminders.

¹ [Uswitch](#)

98%

Open rate achieved with
SMS v 20% for email.
(PCMag)

Automating workflows

Optimise resources with automation to schedule messages and route responses directly to the right department for first-time resolution.

- Maximise event attendance by timing promotions to arrive when citizens are most likely to read them.
- Share essential information regarding parking and accessibility to keep everything running smoothly.
- Schedule overdue payment reminders for when citizens would be most able to make a payment.
- Deliver timely reminders of highway works to allow citizens to make alternative arrangements before leaving home, reducing congestion and frustrations.
- Gather feedback on services provided.

Whether your goal is to share important updates and reminders or gather feedback, automated workflows allow for timely message delivery to maximise engagement and effective management of response handling.



Events and notifications

From fêtes to fun days to maintenance and voting, there is a lot to organise. Targeted, personalised bulk messaging can drive attendance and provide valuable information about timings, services available on site, parking, road closures and more to make your event a success.

Using 8x8 Proactive Outreach, it is easy to segment data and personalise your notifications, across SMS, WhatsApp and RCS. Essential information can be easily tailored and shared to support changes in service delivery, bin collections and more to reach the right citizens, at the right time.

Event attendance can be boosted, vulnerable citizens kept safe and local services kept running smoothly, using impactful notifications with easy reply options.



Bookings and appointments

Missed appointments have been shown to be reduced with timely reminders. And, with the UK population reported to check their phones on average 80 times per day¹, SMS gets messages heard.

Providing timely appointment reminders can be powerful in reducing no shows. The British Journal of General Practice reported 'forgetting' as one of the most common reasons for missing appointments and NHS England claim that reminders have reduced missed appointments by 80%².

8x8's Proactive Outreach allows citizens to respond directly to the messages they receive. Appointments can be easily cancelled or rescheduled using voice or digital services for maximum engagement and busy employees can plan ahead to make a better use of their time.

¹ Uswitch ² NHS England



Why SMS and chat apps

80%

Reduction in missed appointments achieved with reminders.

58%

Of customers say texting is the best way to reach them.

80

Is the number of times a day people access their mobile phone.

Surveys and feedback

Surveys are one of the most popular ways to gather feedback and choosing the right communication channel will have a significant impact on the response rates.

Building communities that keep citizens safe and deliver the services they need cannot be successful without this feedback.

A short survey sent via SMS or WhatsApp can easily be completed on the go in a coffee shop or while waiting for a bus. Arguably, this is one of the reasons SMS surveys are proven to have a higher response rate than other digital channels.

To maximise responses, automated workflows allow local government departments to trigger surveys to arrive when the citizen is most likely to provide feedback, such as within a few hours of an appointment, the day following a large event or in the evening to collect information about tenant homes.

8x8 Proactive Outreach simplifies scheduling and sending surveys and provides customisable dashboards to monitor and view responses so you know how you are performing.



Secure citizens' information

Protecting citizens' data is essential to any interaction. They are entrusting you with their personal information, and steps like 2-factor authentication (2FA) and one-time passwords (OTP) increase security and give your citizens peace of mind.

Protect data:

- Account login verification.
- Password reset notification.
- Transaction verification.

Password resets are one of the most common reasons for customers to reach out to contact centers. Using 2FA and OTP authentication, you can automate the password reset process to focus your contact center on issues that need human intervention.

With 8x8 security and compliance certifications you can gather and protect the data you need to run services safely and securely.



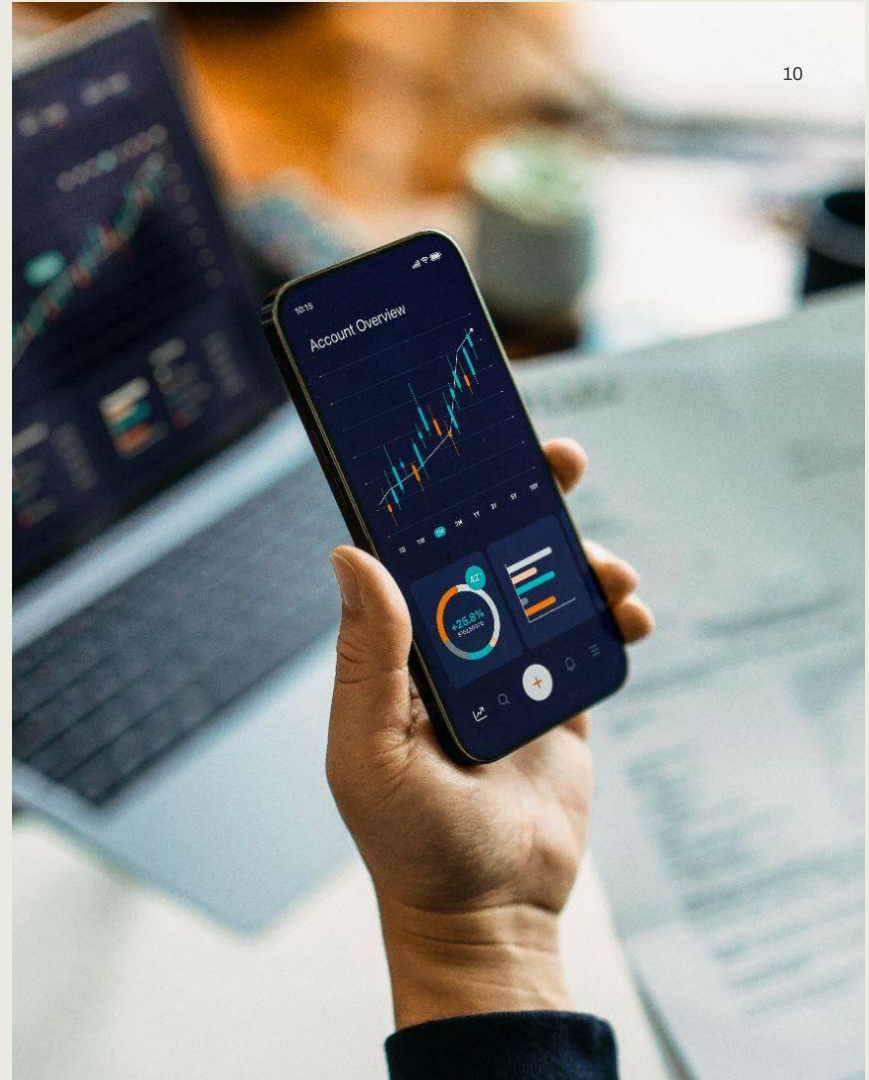
Reporting and analytics

Local government departments are under immense scrutiny.

The demand for reports, statistics and data to keep regulators, politicians and citizens happy can be overwhelming. Reporting without the right technology, can be time consuming to manage.

Ensure your communications are working with valuable analytics to provide essential information and measure the success of your campaigns including; messages sent, delivered, links clicked and unsubscribes.

Seamless integrations with [8x8® Contact Center™](#) and other business platforms add value to your messages, provide tailored reporting, simplify the sharing of results and improve efficiency.



Making messages impactful

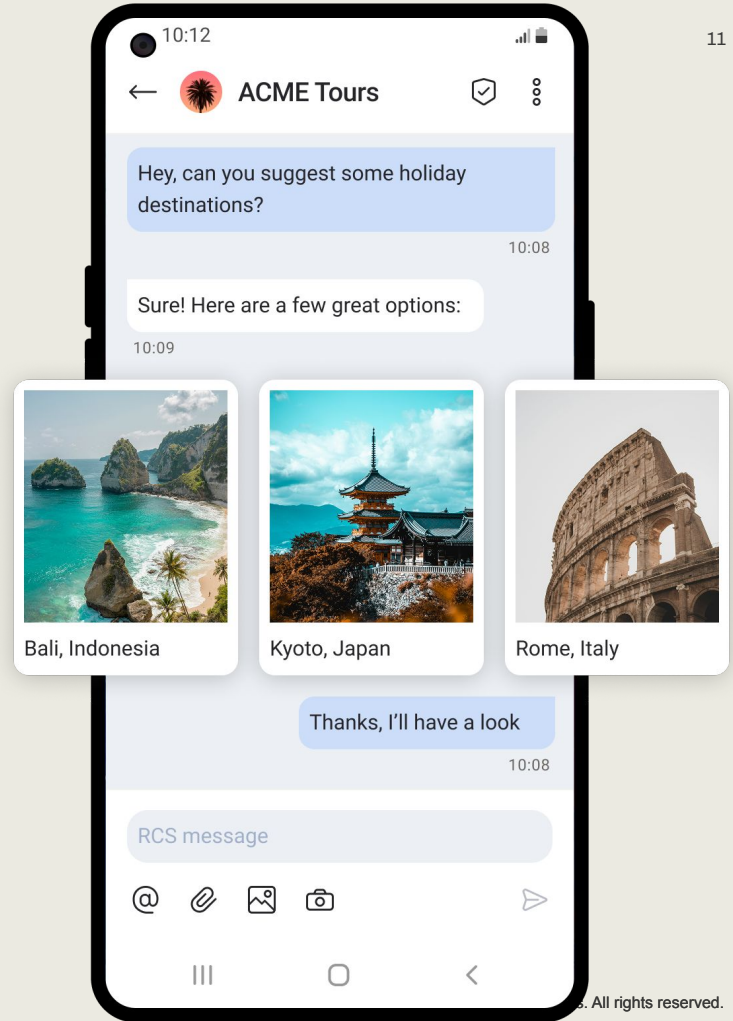
From delivering essential information to inspiring citizen participation we have it covered.

Personalise your sender ID to build trust.

Use SMS for timely delivery of short reminders and notifications, with integration into business applications and workflows.

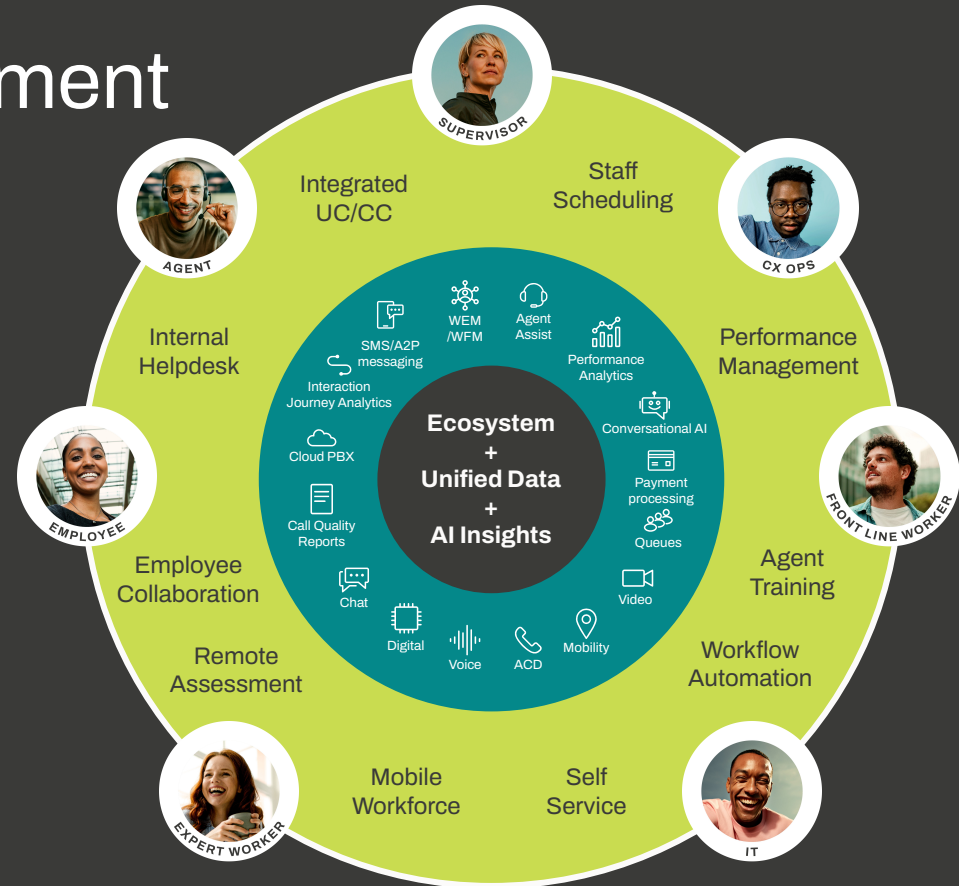
Meet citizens on their favourite messaging app, for ongoing, personalised engagement.

Include scrollable images to drive inspiration for community events with RCS



8x8[®] for Local Government

- Elevate citizen experiences with smart automation and seamless workflows.
- Maximise operational efficiencies through AI-driven processes, analytics and cloud-based collaboration.
- Future-proof communications strategies with scalable, compliance ready solutions.
- Mitigate risk & strengthen data governance with enterprise-grade security and UK-based hosting.



Conquer complexity with 8x8

Say goodbye to fragmented data, siloed teams, and disconnected communication, and say hello to 8x8. Connect your teams and patients and make smarter, empowered decisions with integrated AI tools and insights to create real results.

For more information contact 8x8.com

