



Transforming CX in local government.

Inclusive, accessible citizen services.

Introduction.

Citizens are at different stages of their digital journey, and local governments must meet them where they are. Delivering flexible, inclusive services requires modern communication tools that adapt to diverse needs.

Cloud-based platforms enable government contact centres to scale quickly, unify channels like voice, chat, video, and self-service, make services more accessible and support productivity across remote and in-office teams.

By integrating communications with CRM and support systems, organisations reduce data security risks and streamline operations. Customisable user profiles and workspaces ensure every person in every department is empowered to serve their communities more effectively.



Omnichannel communications.

Self-service.

AI-powered self-service is transforming how citizens interact with local government. Simple tasks—like routing calls, answering FAQs, or checking waste collection schedules—are now handled instantly, freeing agents for more complex needs.

SMS & Chat.

Increase engagement with the channels your customers love. Using SMS and WhatsApp increases open rates with the average person in the UK reporting that they check their smartphone every 12 minutes.

Video.

Video isn't just for meetings anymore. From fly-tipping to leaks, live video helps agents assess issues in real time—making services faster, smarter, and more human.

98%

of SMS messages are opened
compared to 20% of emails.
(PCMag)

Customer delight.

8x8® [Contact Center™](#) customisable workspaces and collaboration tools empower teams to deliver faster, first-time resolutions.

Productivity is increased with 8x8® [Agent Workspace™](#) to provide a single-pane view of all communication channels. Agents can handle multiple conversations simultaneously, and save up to four hours a week switching between applications.

Gain real-time insights, instant alerts and guidance for next best steps. 8x8® [Supervisor Workspace™](#) provides team leaders with the metrics they need to ensure the best possible outcomes across all communication channels.



Collaborative workforces.

When local government teams have the right tools, productivity soars. With voice and digital channels, everyday enquiries are resolved faster through seamless collaboration across locations.

- Video connects individuals across different locations and departments making real-time assessments and meetings more accessible.
- Integration with Microsoft Teams, CRM and other systems put the right information at everyone's fingertips.
- Teams can call, message, meet, and collaborate from any device with the [8x8® Work®](#), while securely stored conversation support training and add transparency—helping everyone deliver their best work, every time.



AI-powered self-service.

AI-powered self-service is by far the fastest way to make local government services more accessible.

Out-of-the-box.

8x8® Intelligent Customer Assistant™ with multilingual support make automating routine tasks—like FAQs, incident reporting, and waste/recycling—simple and scalable.

Self-service.

Improve resolution times, and drive higher customer satisfaction—while keeping costs down with instant answers and a smooth agent hand-off easing pressure on agents and reducing repetition.

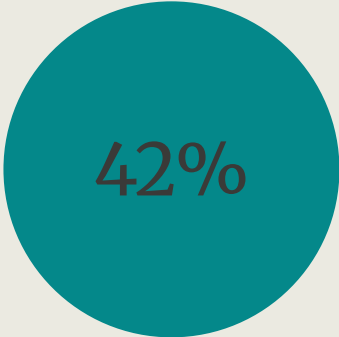
Multi-channel rerouting.

Create agile workflows that allow agents to focus on complex, high-impact enquiries, improving KPIs, and lowering the cost of every interaction.



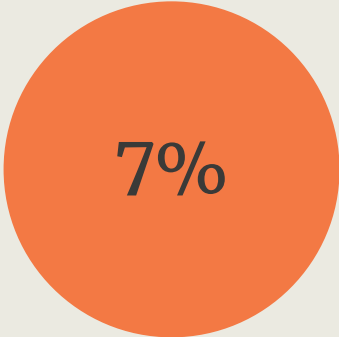
AI isn't just hype.

North Somerset Council is showing how smart automation transforms service delivery.



42%

Missed waste collection reports handled by a voice bot.



7%

Increase in customer satisfaction.



£42k

Saved during the garden waste sign up period.

Data-driven insights.

Real progress starts with clear insights—helping local governments track goals, spot trends, and uncover opportunities to improve and automate.

- [8x8 Contact Center Analytics](#) equips leaders with customisable dashboards, powerful KPIs and customer satisfaction metrics to track performance and drive continuous improvement.
- Identifying training needs, planning resources, and delivering on digitalisation and inclusion goals is simplified with cross-platform analytics, sentiment analysis, and end-to-end journey analytics.
- AI-powered insights, sentiment analysis and real-time visibility empowers team leaders to coach smarter, boost engagement, and deliver exceptional citizen experiences.



Security, reliability, resiliency.

Communications are central to a local government's success in delivering public services. From bus timetables to managing social housing, every interaction needs to be handled quickly and efficiently.

Safeguarding your customers' identities is a must. AI is changing the way we think about security, regulatory compliance and using robust identification and verification (ID&V).

The drive to cloud-based communications will mitigate security risks associated with patches and time consuming updates simplify IT management.

Choosing the **8x8® Platform for CX** to underpin the communications strategy adds flexibility, scalability, and features without compromising on security or resilience.

33%

Have increased focus on security
and compliance due to AI.

How 8x8 supports local government.

Scalable.

8x8 allows governments to consolidate legacy applications and create a highly scalable communications solution, with Microsoft Teams**, CRM, and other systems integrations to maximise investments and improve productivity.

System administration.

8x8 simplifies system administration with centralised user management, while team leaders enjoy customisable workspaces and intuitive user interfaces.

Security.

The [8x8 Platform for CX](#) boasts a 99.999% platform-wide uptime SLA and is verified by third-party certifications, including CGPR, ISO27001, Cyber Essentials plus, and PCI DSS.

Purchasing.

Available on G-Cloud and NS3(RM6116) frameworks.

Ready to transform your communications strategy? [Let's talk.](#)



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



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