



# The state of local government tech.

2025 Trends and Insights.

8x8

# Introduction.

Local government is at a digital crossroads turning point. Citizens demand faster, smarter, and more accessible services, while IT and Contact Centre buyers juggle budgets, security risks, and legacy systems.

Enter 8x8, your go-to expert in cutting through the noise with seamless, AI-driven communication solutions.



# Top five challenges.

8x8 research into current local government IT and Contact Centre trends uncovered the biggest drivers for change and the challenges faced.

- Integration nightmares.  
Across the public sector 31% of respondents struggle with employees on multiple platforms, and 24% cite a lack of communication channel integration.
- Pressure to digitise.  
In local government 50% have been tasked with improving data usage, and 82% with increasing integration with other government organisations.
- Security jitters.  
31% say customer data security is their biggest concern.
- Changing tech providers.  
25% are actively switching contact centre providers, and 55% plan to do so within two years.
- AI & automation confusion.  
42% expect AI adoption to be encouraged within the next three years.

# Digital transformation or digital disaster?

Organisations are being told to increase integration with other government departments, the pressure is on.

Cloud-based contact centres, AI-driven self-service, and omnichannel communication aren't luxuries—they're lifelines.

82%

have been told to increase integration.

# Why omnichannel communication is no longer optional.

Email still reigns supreme, but SMS, social media messaging, and web-based interactions are catching up.

This is not surprising. With statistics showing 98% of SMS messages being opened compared to 20% of emails, it's time for councils to rethink their citizen engagement strategies.

Attention spans are getting shorter. Gen Z's have been reported to have an attention span of just 8 seconds (just one second shorter than a goldfish) making digital channels and self-service just as important as traditional voice services.



# AI is your new best friend (really!).

From call routing to FAQ automation, AI really can deliver as demonstrated by North Somerset Council.



42%

Missed waste collection reports handled by a voice bot.



7%

Increase in customer satisfaction.



£42k

Saved during the garden waste sign up period.

# Security is the priority

—and for good reason.

Cyberattacks are on the increase, so it's no wonder that improving cybersecurity is the top strategic goal for local government contact centres.

A secure, unified communications platform is no longer a “nice to have”—it's essential.

The drive to AI is increasing IT buyers focus on security with with 33% of organisations increasing their focus on security due to AI adoption.

The adoption of AI-powered solutions won't just enhance efficiency. It can also help meet compliance and regulatory standards.

# 50%

Increase in cyberattacks.  
(Open access government)

## The cloud is calling – will you answer?

Cloud-based contact centres allow for better data collection, faster integrations, and enhanced accessibility.

With 55% of local government organisations moving to cloud-based infrastructure within two years, those still on legacy systems risk falling behind.

# Why 8x8 is your local government partner of choice.

8x8 helps local authorities consolidate communications, integrate seamlessly with government IT systems, and enhance security—all while improving the citizen experience.

With a 99.999% uptime SLA and G-Cloud accreditation, it's time to future-proof your contact centre.

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](https://8x8.com)

