



8x8<sup>®</sup>

# Latest tech trends in housing.

2025 trends and insights.



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# Introduction.

Housing associations are under pressure to deliver more homes. At the same time residents demand faster, smarter, and more accessible services - while IT and contact centre leaders are left to juggle budgets and resource.

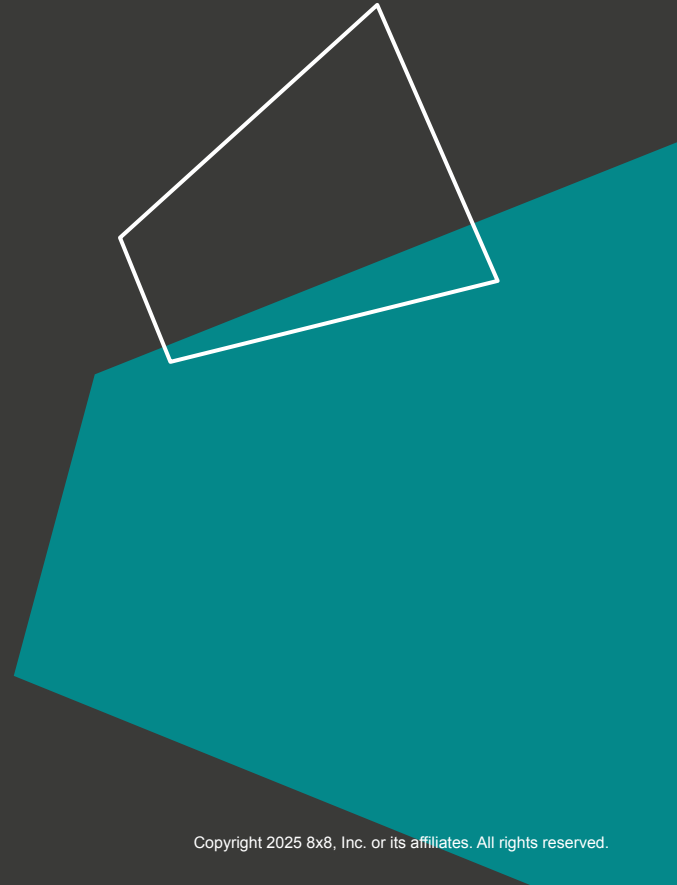
Enter 8x8, your go-to expert in cutting through the noise with seamless, AI-driven communication solutions.



# Top tech challenges.

8x8 research into housing association contact centre trends uncovered the biggest tech challenges.

- **Tech consolidation.**  
79% of housing associations are consolidating platforms while addressing the rising demands for effective cross-channel communication journeys.
- **Pressure to integrate.**  
A staggering 80% reported that they have been tasked with increasing the level of integration with other government departments.
- **Security risks.**  
Security of customer data is a top concern for contact centre and IT leaders and for 39% this is intensified by the growth of AI.
- **Data matters.**  
46% cited better data gathering and use as a key initiative to deliver on their digital transformation strategy.
- **AI & automation.**  
AI is real. 34% are expecting to see policies encourage the use of AI within the next three years.



# Digital transformation or digital disaster?

Across government, organisations are being told to increase integration with other departments and housing associations are no exception—the pressure is on.

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

80%

of housing associations have been told to increase integration with other government departments.

# 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. Statistics show that 98% of SMS messages are opened, compared to just 20% of emails—it's time for housing associations to rethink their tenant 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). This desire for instant answers is making self-service and digital channels 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 [Oldham Council](#).



86%

Reduction in calls to the contact centre.



70%

Bot accuracy.



£40k

Annual savings.

# 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 across housing associations.

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 39% of organisations increasing their focus in this area 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  
experienced by local  
government.  
(Open access government)

## Smarter data: The step to real transformation?

Connecting previously siloed data sources boosts security, improves insights, and lays the groundwork for harnessing AI and other next-gen technologies.

Almost 50% of housing associations identified better gathering and use of data as critical to their digital transformation strategy and enabling the full potential of innovation.

# Why 8x8 is your partner of choice.

8x8 helps housing associations consolidate communications, seamlessly integrate data sources, 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).

