

The 8x8 logo is displayed in a bold, white, sans-serif font. The background of the entire image is a blurred photograph of a person in an orange jacket holding a smartphone, with another person's hand visible in the foreground. The overall tone is professional and modern.

8x8[®]

6 ways

Conversational AI Supports Local Government.

AI solutions to revolutionise
your contact centre.



Introduction.

Local governments are under immense pressure to stretch budgets and find innovative ways to deliver services to citizens. With [8x8® Intelligent Customer Assistant™](#) (ICA), who we'll call Emily, it's easy to do just that.

Intelligent Customer Assistant uses conversational AI across voice and digital channels to take care of the most common questions local governments face, with AI-powered language translation. From bin collections to reporting potholes and providing voting information, routine calls are deflected from busy contact centre agents, allowing them to spend time on more complex enquiries. And, because Intelligent Customer Assistant is part of your contact centre, you can choose how you introduce your conversational AI.

Read on to explore 6 ways conversational AI can revolutionise self-service in local government.

Route it!

Direct callers to the right teams fast.

Emily will take your calls for you from any published number and will use AI to connect callers to the department of their choice. There are no buttons to press, the caller simply asks for the service they require and Emily gets them e.g. payments, book a rubbish collection or report a pothole.

Emily will help you speed up answer times and reduce wait times, and allow agents to spend more time on more complex enquiries. Emily greets callers in a professional and friendly manner and gathers essential information by asking a few questions.

This ensures callers are connected to agents or departments with the right skills and knowledge to help. And, for a more enjoyable and efficient experience, the context of their interaction with Emily is transferred with the call, so they do not have to repeat the reason for their call.



55%

reduction in customer
wait times achieved by
organisations using AI in
contact centres

Source: State of the Conversation AI
in the Contact Center 2023

Report it!

Tell us about your neighbourhood.

From fly-tipping to broken play areas, flooded roads and property repairs, Emily can direct enquiries to the right teams, passing on the exact context of the interaction for a seamless citizen experience. Emily helps make communication accessible to all. Whether citizens are reporting an incident by telephone or webchat, Emily is there to help.

Calls are deflected from busy contact centre teams, service tickets raised and for more urgent or complex requests, citizens can connect effortlessly with an agent. Simplicity in communication ensures seemingly small incidents that can deteriorate, become more costly to repair and threaten the safety of our citizens get reported.



Ask it!

Get help with anything.

How much time is spent by agents answering the same questions repeatedly?

- How do I report a faulty traffic light?
- How do I log a report of anti-social behaviour?
- How do I register a change in circumstances? How do I apply for a parking permit?

Across voice and digital channels, using AI and a set of predefined questions and answers citizens can get the answers they need from Emily with no intervention from busy agents.

Local authorities offer a wide range of services, yet the majority of questions handled by contact centres relate to just a handful of topics. 8x8's Contact Center analytics help you to identify the most commonly asked questions so you can evolve your automation in line with changing and seasonal trends such as school applications and elections.

57%

of tax enquiries handled by ICA
(London Borough of Barking and Dagenham)

Recycle it!

Deliver clarity on what to recycle and where.

The main reason citizens do not recycle is because they are confused about what to recycle and how. Information is not always readily available or easy to find. To meet the government target of recycling 65%¹ of municipal waste by 2035, our citizens need Emily to help.

Emily can take inquiries by voice or chat to direct citizens to the information they need about specific items including bin collection dates and recycling locations using links to portals and text snippets. Recycling conserves energy and preserves natural resources, some of which are becoming in very short supply.

Recycling also keeps potentially methane-releasing waste away from landfill sites and is more cost-effective than disposing of general refuse. Increasingly citizens are choosing recycling first, to protect their planet, wildlife, and the environment they live in.

Source: 1 www.gov.uk



Book it!

Simplify appointment scheduling.

When citizens need to make, check or re-schedule an appointment, it should be as simple as opening up a calendar and finding the next available appointment to fit around their commitments.

In reality, this can become a long conversation whether on a digital or voice channel. Let Emily ask questions, check calendars and confirm appointments to reduce the time spent scheduling appointments, with peace of mind that when it gets more complex Emily can provide a seamless agent handover. Automating appointment management simplifies processes for citizens, local councils and contractors.

With 24/7 access to appointment booking services citizens are no longer tied to making contact during office hours, making appointment booking services more accessible for all.



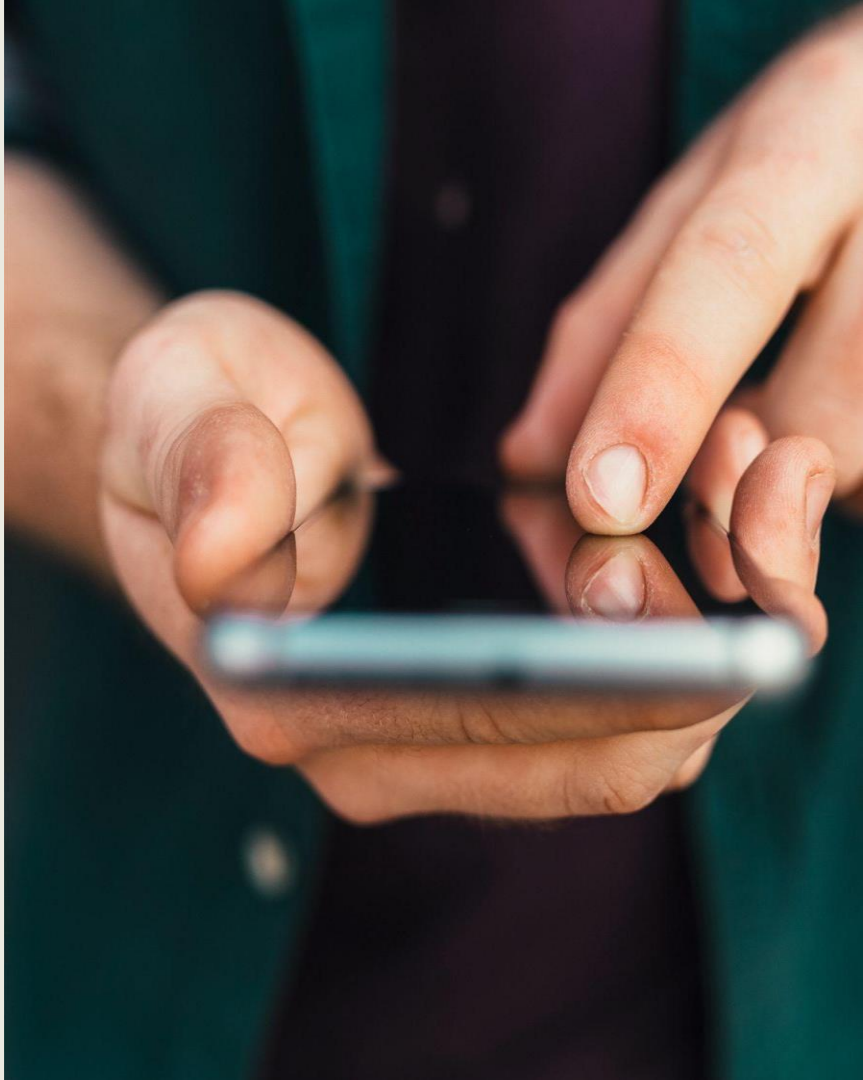
Ballot it!

Streamline voting resources.

With millions of people in the UK registered to vote, elections require immense resources from local councils.

With Emily to support you, you can simplify access to the information citizens need about upcoming elections, the candidates, managing voting preferences, and how, where and when to vote.

Give citizens 24/7 access to everything they need to know, through a series of quick links and customisable information, to enable them to make informed decisions and exercise their right to vote on election day.



Oldham Council breaks communications barriers with 8x8 AI.

86%

Reduction in calls to the contact center

£40K

Annual savings

60-70%

Bot accuracy from day one

"Even with the wide range of accents in Oldham, the 8x8 platform performs exceptionally well. It's awesome."

Christie Jones, System Support and Quality Officer, Oldham Council

[Read the full story](#)

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

