



RingCentral

EBOOK

5 insights to build excellent citizen communications



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In today's increasingly demanding environment, citizens require more support than ever before, underscoring the vital importance for all public sector organisations to strive for maximum efficiency and responsiveness.

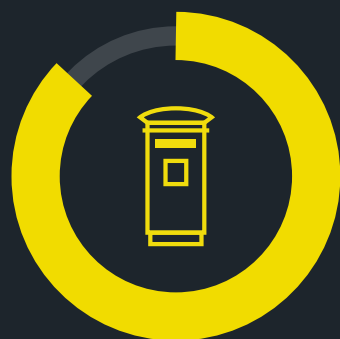
What's the best way to do this? GovNews, collaborating with our partner RingCentral, conducted a survey within the public sector, seeking insights into their challenges and communication practices. The findings indicate a widespread desire for improved strategies to enhance efficiency and intelligence, ultimately aiming to elevate the citizen experience.

The survey shows that despite progress, there remains considerable room for improvement in citizen communication, with 91% expressing varying degrees of satisfaction, ranging from poor to excellent, 44% perceiving them as fair or poor.



5 key stats from the survey indicating the areas leaders can prioritise to enhance communication across the board:

1. Communications methods are inconsistent



87%

of public sector organisations still use the post to reach citizens.

For some queries and communication, letters are essential. Still, as people increasingly want faster responses, it's time to consider whether having this as the top communication method is the right thing anymore. There is a real opportunity to increase efficiency here.

2. Use channels citizens expect to reach you on

91%

of organisations use instant messaging within their teams.

16%

use instant messaging to reach citizens.

While messaging might not be right for every query, it's worth considering adopting it to keep consistent with your teams and be available for citizens on a channel that many of them use.

3. Improve processes and decision-making with advanced insights



37%

of respondents are not able to produce communications analytics reports...

Analytics helps you to understand what is working and, just as importantly, what isn't, to make informed decisions.



...while

13%

do not know if the function exists in their organisation.

4. Drive efficiency and remove silos by integrating systems



59% think their communications are well integrated.

There is still some way to go here. By adopting technologies that bring all their solutions together, communication will become smoother (removing those silos).

5. Boost productivity and efficiency with AI



70% would deploy AI to improve communications with customers.

This shows there is real appetite for change, and still a lot of untapped potential. Making the most of the very latest innovations can really boost performance and productivity, helping everyone work smarter, not harder.



In summary

This survey highlights the urgent challenges, underlining the importance of smarter work approaches to enhance citizen satisfaction. Key improvements include tackling inconsistent communication methods, embracing preferred citizen channels, utilising advanced insights for better decision-making, integrating systems for efficiency, and employing AI to enhance productivity and customer communication. Public sector organisations have an opportunity to transform communications with innovative methods and technologies.

It starts by removing silos between internal teams; clear and open communication internally is the only way to give people the support they need externally. But do organisations have all they need to remove silos and provide this level of support?

Choosing Wavenet and RingCentral can offer you a faster, Gartner-endorsed route to powerful, future-proofed communications. As a RingCentral Diamond Partner, we can deliver and support on RingCentral's cloud communications and collaboration platform, facilitating seamless interaction and teamwork among staff and citizens.





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