wavenet
public sector

EBOOK

The power of cloud contact centre solutions

With

8x8

The power of cloud contact centre solutions

Contents

Introduction

More than 85% of customers want proactive communication and contact from businesses.

Public sector bodies are no exception. In fact, expectations on local governments are even higher; citizens want an open dialogue and timely updates on community initiatives, public services and policy changes. Yet limited resources and diverse audience needs can pose a challenge, requiring innovative approaches to manage public expectations.

Providing transparent and accessible communication channels ensures that people feel informed and valued, fostering a sense of trust between the government and the public. With cutting-edge contact centre solutions, local authorities can enhance communication, cater to a variety of needs and streamline citizen interactions, offering personalised support and quick resolutions.

Solutions to exceed customer engagement goals

With comprehensive cloud contact solutions, local governments and public sector bodies can offer next-level customer service. Wavenet works in partnership with 8x8, a leading provider of end-to-end contact centre and communications solutions across the public sector and a range of other industries, to provide unified customer engagement and communications across a single, all-in-one platform.
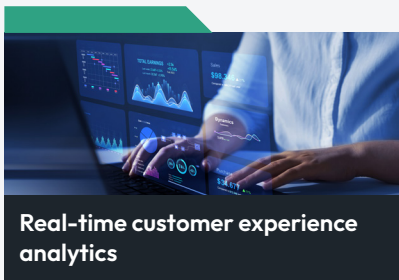
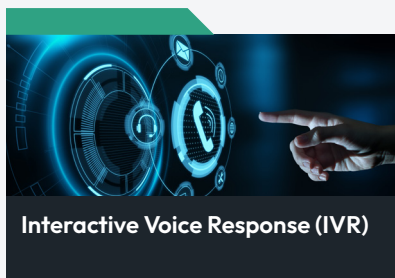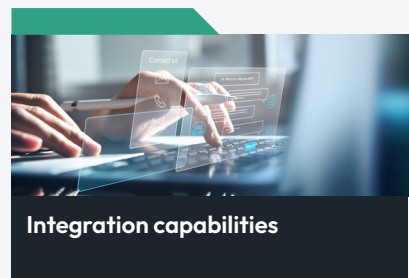**Real-time customer experience analytics**
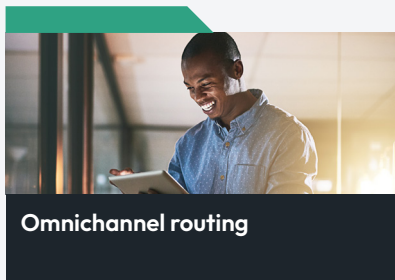
Omnichannel routing

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In this eBook, we look at how local authorities can optimise their contact centre operations – and how 8x8's customised, customer-centric solutions help them connect with citizens on a platform they can trust.

Key considerations for local authorities

Compliance obligations and service delivery optics

Members of the public want to feel like they're getting good service from local authorities, so managing public perceptions is a top priority. This requires careful balancing with compliance obligations, especially when it comes to vulnerable members of society.

Adhering to data protection laws, accessibility regulations and service quality standards is a vital part of maintaining legal compliance and safeguarding public trust. The optics of service delivery have a huge impact on community relations and reputation. Cloud contact centre solutions offer tools to ensure regulatory compliance, enhance accessibility and personalise interactions, enabling authorities to deliver transparent and inclusive public services.

Pain points

From clunky processes to installation issues, traditional contact centre systems often struggle to adapt to changing citizen requirements, leading to inefficiencies and added expense. What's more, manual processes can slow productivity and delay response times, causing public frustration and reputational damage.

With user-friendly interfaces, simplified processes and robust integration capabilities, advanced cloud contact centre solutions can help minimise disruption and enable a smooth transition to new technologies, empowering local authorities to optimise operations and deliver excellent experiences.

The influence of CSAT

Customer satisfaction (CSAT) is a key performance indicator for local governments. High scores indicate that members of the public feel valued, understood, and supported by the services provided; while low scores signal gaps in service quality, responsiveness or accessibility that need to be addressed. By monitoring and analysing CSAT data, local authorities can get valuable insights into preferences and pain points, enabling them to tailor their approach and prioritise initiatives that enhance satisfaction.

Cloud contact centre solutions can facilitate real-time CSAT tracking and analytics, empowering authorities to make data-driven decisions that align service delivery with public expectations and build stronger community relationships.

Performance metrics

CSAT is not the only performance indicator that needs to be taken into account. With cloud contact centre solutions, authorities can monitor key metrics in real-time, driving continuous improvement and boosting trust.

- Reducing wait times: Minimising wait times improves the customer experience by ensuring timely access to support and information.
- Average call duration: Efficient call handling optimises resource use and maintains high service standards, highlighting areas for improvement.
- First Call Resolution (FCR) rate: A high FCR rate indicates effective issue resolution, reducing follow-up calls and enhancing satisfaction.

Agent productivity

For local authorities, efficiency is the name of the game. Streamlined workflows and intuitive cloud contact centre tools empower agents to handle enquiries effectively, improving service quality and optimising resource allocation.

- License simplification: Simplified licensing reduces a heavy admin burden and allows for cost-effective scalability, enabling authorities to adapt easily with flexible subscription models.
- Ongoing management: Continuous monitoring and analytics enable proactive management, tracking performance indicators and identifying opportunities for improvement.
- By offering user-friendly communication tools via multiple channels, including voice, video, chat, and mobile applications, housing associations can extend digital inclusion to all tenants, creating a more inclusive housing community for all.

Introducing cloud contact centres

8x8's cloud contact centre solutions help local authorities get the most out of their communications. They offer flexibility, scalability and agility, making them the ideal option for a range of scenarios where traditional on-premises systems may fall short.

Whether adapting to changing levels of demand, integrating multiple communication channels or enabling teamwork across locations, cloud-based solutions provide local authorities with the tools they need to deliver seamless and efficient customer service.

Responding to emergencies

When disaster strikes, local authorities often need to rapidly deploy new services to meet community needs. Cloud contact centre solutions enable quick setup and scalability, allowing authorities to adapt to changing demands effectively. The flexibility of cloud solutions ensures that resources can be allocated efficiently, ensuring citizens receive fast support and information when they need it most.

Integrating with complex legacy systems

Legacy infrastructure, particularly when it's on-premises, is often a minefield of challenges and expense. Cloud-based options offer easier integrations, reducing the complexity and cost of modernising outdated set-ups. This flexibility enables local authorities to leverage existing systems while benefiting from the scalability and advanced features of cloud solutions; minimising disruption and downtime, optimising performance and enhancing cost-effectiveness.

Supporting remote workers

Almost a third of UK employees work from home at least some of the time. With this in mind, local governments need to support distributed teams effectively. Cloud contact centre platforms offer remote access, enabling agents to work from anywhere without compromising on productivity or customer service quality. This flexibility not only enhances workforce efficiency but also ensures continuity of service, even in challenging circumstances.

Why 8x8?

Real-time customer experience analytics and reporting

8x8 Customer Experience Analytics helps local authorities fully understand every step of the citizen journey, enabling them to deliver great experiences.
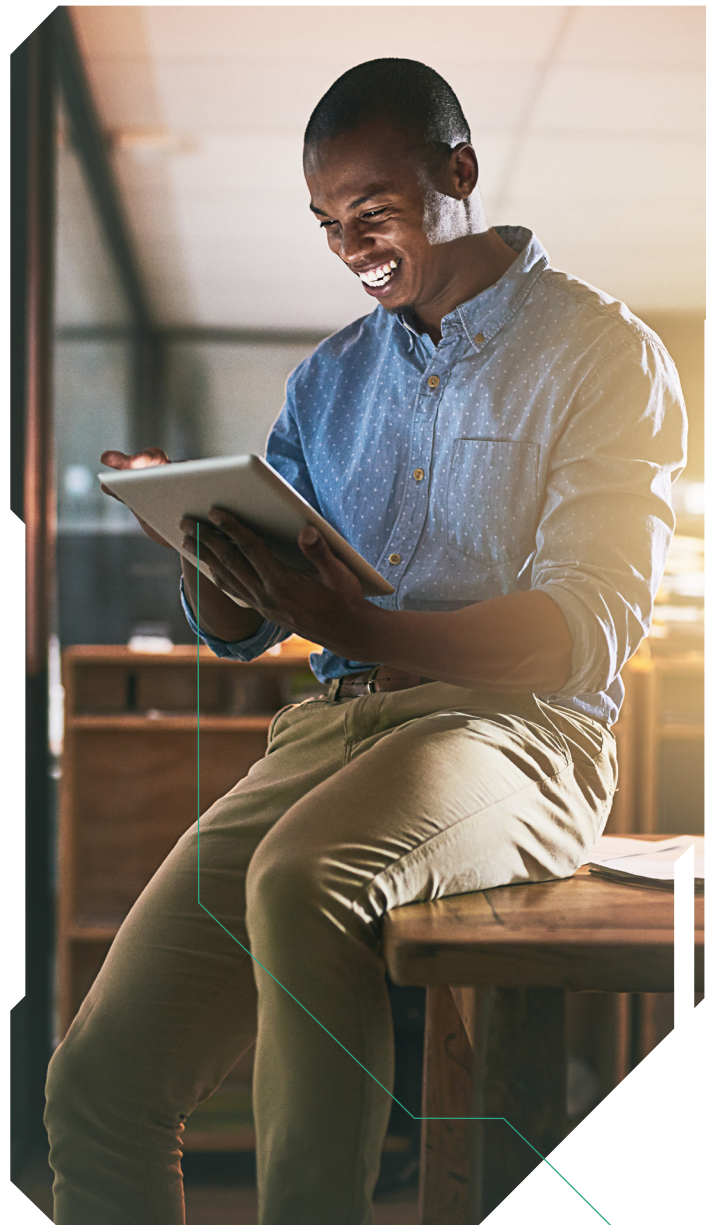
Features and benefits

- Identifies opportunities for improvement with advanced search and intuitive navigation
- Pinpoints public frustration points and fix issues – fast
- Drives higher levels of satisfaction by analysing specific areas of feedback
- Runs targeted searches of your data to identify issues and trends

Omnichannel routing

Using omnichannel routing, public sector bodies can stay one step ahead of changing customer expectations with complete voice and digital channel support, intelligent routing and proactive self-service options.

Features and benefits

- Connects people efficiently with fast, responsive communications across all channels, including voice, email, chat and SMS
- Enables collaboration between the right agents and departments to resolve issues first time
- Personalises citizen experience across channels with agent-supported or self-service options
- Reduces agent and administrative effort with intuitive, AI-powered solutions

Workforce engagement management

Deliver great citizen experiences across all channels with a winning combination of adaptive quality management and workforce management solutions.

Features and benefits

- Keeps teams connected and drives results
- Optimises experiences with actionable analytics on your team's performance
- Helps agents grow and improve with insights delivered directly from the public
- Minimises agent effort by predicting and managing staffing changes

Virtual contact centre

With cloud-based contact centre solutions, it's easier than ever to increase efficiency and productivity while embracing remote working environments.

Features and benefits

- Eliminates the need for centralised offices by allowing agents to work remotely, minimising hardware and office costs.
- Ensures consistent customer support, even for those in different time zones.
- Boosts workflow by having around-the-clock virtual call centre agents for inbound and outbound calls.
- CRM integration enables agents to deal with issues quickly and efficiently.
- Easy to manage and monitor performance with real-time data analytics.

Interactive Voice Response (IVR)

8x8's IVR offerings empower public bodies to innovate, improve and expand their self-service options, making a powerful impact designed to meet and exceed customer expectations.

Features and benefits

- Reduces the admin burden of routine or repetitive customer enquiries with AI-powered self-service options
- Reduces wait times with more efficient call handling and processing
- Streamlines requests and issue resolution through automated ticketing and prioritisation
- Intelligently routes calls to the most qualified agent for faster call resolution

Integration capabilities

With integrated contact centre, voice, video, chat, and API solutions, 8x8 uses one united platform to elevate the employee and customer experience from start to finish.

Features and benefits

- Connects every workflow by supercharging apps such as Microsoft Teams and Salesforce
- Integrates with existing systems for seamless data exchange
- Ensures regulatory compliance through secure communication protocols

Elevating performance with Wavenet

Wavenet is one of the top 8x8 partners in the UK, with a unique level of expertise in managing high-profile accounts such as the DVLA and NHS111.

In partnership with 8x8 products, Wavenet helps public sector bodies enhance customer communications with industry-leading solutions.

Wavenet and 8x8 have joined forces to help local authorities streamline operations, improve service delivery and build stronger community relationships with cutting-edge cloud contact centre technology. With a unified solution that offers enhanced safety, greater agility and improved services for citizens across the public sector, Wavenet and 8x8 empower local authorities to meet the evolving demands of their communities.

- **Contact centre:** Exceptional citizen experience and agent engagement
- **Unified communications:** Quality communication via a single app
- **Communication APIs:** Engage members of the public at scale with SMS, voice, chat apps, and video APIs
- **Integrations:** Easily connect with popular AI, business, and CRM apps for problem-free productivity

What our customers say

> **The project with Wavenet was exceptionally well managed, in a really good and controlled manner. They followed it through and delivered on their promises.**
>
> The Disabilities Trust Group

> **Wavenet were flexible in their approach, reusing existing hardware where possible and adapting to our network configuration to deliver a solution at cost and on time.**
>
> Chetham's School of Music

> **The proof of concept went as well as it could have, the process of integrating new systems and protocols was managed seamlessly.**
>
> Birmingham Community Healthcare NHS Foundation Trust

The future of cloud contact centres in the public sector

Innovative technology

Advancements in technology, including voice AI, machine learning and Natural Language Processing (NLP), are revolutionising public sector contact centres. These innovations improve citizen interactions by offering intuitive support, improving self-service capabilities and personalising experiences. Voice AI enables natural language understanding, while machine learning tailors solutions based on data analysis, and NLP empowers more context-aware interactions. Together, these technologies are set to transform contact centres, delivering enhanced efficiency and improved citizen satisfaction.

Predictive analytics and big data

Predictive analytics and big data will empower public sector organisations to anticipate citizen needs and preferences by analysing vast datasets, enabling targeted and personalised service delivery. Together with proactive engagement strategies, authorities will be able to pre-emptively address enquiries and concerns, streamlining communication and improving responsiveness. This proactive approach will strengthen trust and satisfaction in local authorities by demonstrating their commitment to meeting the needs of the public.

Tailored interactions

By leveraging data analytics and CRM integrations, cloud contact centre solutions will enable local authorities to tailor interactions based on citizen profiles, history and preferences. This personalised approach will help foster trust and loyalty by catering to each citizen's unique needs. Prioritising citizen-centricity not only enhances the overall experience but also boosts relations between public sector organisations and the community they serve.

Sentiment analysis

Sentiment analysis algorithms analyse voice and text data to gauge reactions and detect emotional cues, transforming contact centre interactions. These technologies will enable real-time responses based on each individual conversation, enhancing the quality of citizen engagements and ensuring empathy, accuracy and responsiveness when it matters most.

Who we work with

Enterprises: Large corporations in sectors such as finance, technology, manufacturing and retail

Providing large organisations with end-to-end contact centre solutions to keep customers happy, agents engaged, and employees connected.

Small and medium-sized businesses (SMBs)

Assisting businesses in implementing robust, secure and streamlined communications solutions.

Healthcare providers: Hospitals, clinics and healthcare organisations

Enabling seamless communication between facilities and employees within the healthcare sector.

Local authorities

Helping public sector bodies enhance their contact centre communication to streamline processes and improve customer experience.

Educational Institutions: Schools, universities and educational institutions

Keeping schools connected and facilitating the delivery of critical information to parents and staff at scale.

Work with a provider who can transform your organisation's communication capabilities.

Wavenet is a trusted managed services provider, working in partnership with public sector bodies and businesses nationwide.

We utilise our experience and expertise to learn each customer's needs and offer solutions that provide industry-leading telecommunications and technology capabilities, empowering you to create a platform that will truly optimise your operations.

Our partnerships are long-standing and hand-picked to only offer the best technology to our customers, giving you the peace of mind that a Wavenet solution will support and grow with you, no matter what the future holds.

Talk to us

Networking & Connectivity

Unified Communications & Voice

Contact Centres

Mobile Solutions & IoT

IT, Cloud & Technology

Network Intelligence

Cyberguard

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