

Calling all councils...

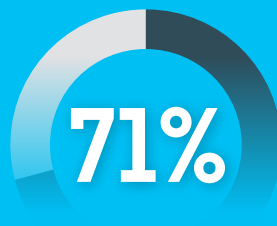
Adapting your communications approach is crucial to deliver better customer service for residents

Recent Local Government Association (LGA) polls found residents' satisfaction with their local councils is falling.

Research from 8x8 set out to **understand why residents are dissatisfied**, how poor services impacted the customer experience, and how communications technologies could support better resident outcomes.



UK residents struggle to get vital information from their **council's customer service team**.¹

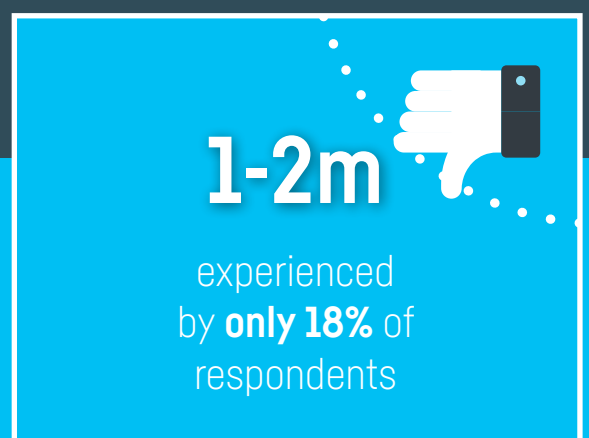
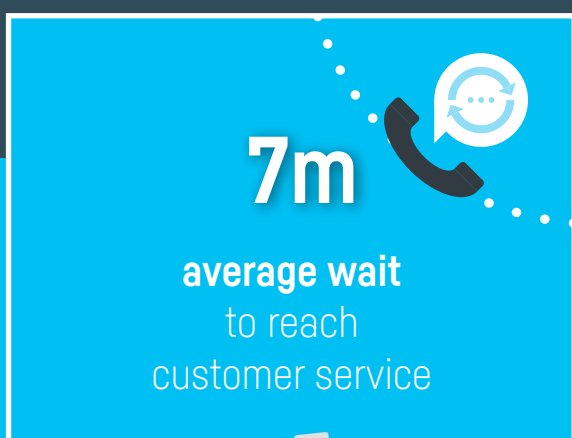


of residents said they expected customer service levels from their **local authority to improve** in line with council tax increases.

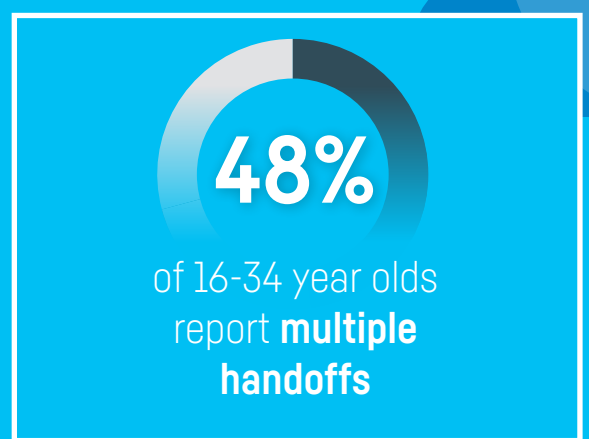


The root cause...

residents face lengthy delays when calling their local authority



Finding the **right person** to speak to is hard



12%

of people held an event without permission



The impact

	33%	Missed bin collections
	18%	Dumped rubbish on street
	17%	Missed rent payments
	18%	Forced to park illegally



The way forward

Residents expect better interaction with their local authorities through omni-channel communications, like they would their bank, or an online retailer

44%

of all residents expect to use digital channels like **webchat social media**

25-44

year olds were most aware of councils currently using **social media**

16-24

year olds were most likely to cite **chatbots** as a desirable option

Learn how you can enhance your customer experience to deliver better services to your residents.