

LGC Digital Futures

2025

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Key Takeaways (summarised using AI)

- ❑ **AI tools now support contact centre staff in real-time,**
reducing training time and improving confidence
- ❑ **Local government contact centres must handle up to 250**
complex topics – AI helps staff navigate this breadth instantly
- ❑ **Agentic AI offers live transcription, knowledge prompts, and**
automated summaries to ease agent workload and improve service
- ❑ **Councils can see measurable ROI from AI implementation in hours,**
not months, particularly by reducing staff churn
- ❑ **AI enhances rather than replaces human agents, enabling faster,**
more accurate responses while retaining the human touch

Detailed Session Summary

This session showcased how AI is transforming frontline customer service, particularly in local government contact centres. With up to 250 topics to master, staff are often overwhelmed. The speakers highlighted how AI tools like agentic AI offer real-time support—transcribing calls, suggesting knowledge articles, and guiding agents on what to say based on previous successful interactions. This not only enhances accuracy and consistency but also reduces the burden on staff, making their roles more manageable and less reliant on long training periods.

Budget pressures were acknowledged as a critical challenge in local government, but the case study presented showed that AI can provide a rapid return on investment—sometimes within hours. Unlike older virtual agents that required months to prove value, modern AI solutions reduce human error in repetitive tasks, cut training costs, and help retain staff by alleviating stressors like inadequate system support or overwhelming call volumes. A live example was shown involving a public caller seeking both medical waste removal and a blue badge renewal, handled seamlessly with AI assistance.

Finally, the presenters made clear that the aim is not to replace humans but to augment their capabilities. The ideal model is a hybrid system where AI handles routine triage and assists agents in real-time, while humans step in for complex or sensitive queries. This not only improves operational efficiency but also provides a better experience for citizens—ensuring the right support through the right channel at the right time. A QR code for a working demo was shared for councils interested in seeing the system in action.