

# VIRTUAL ASSISTANT

**ama** | ADMINISTRATIVE  
MODERNIZATION  
AGENCY



AMA was created in 2007 and its **Strategy** is structured around **4 core pillars**



OPEN GOVERNEMENT & CIVIC PARTICIPATION



ADMINISTRATIVE SIMPLIFICATION



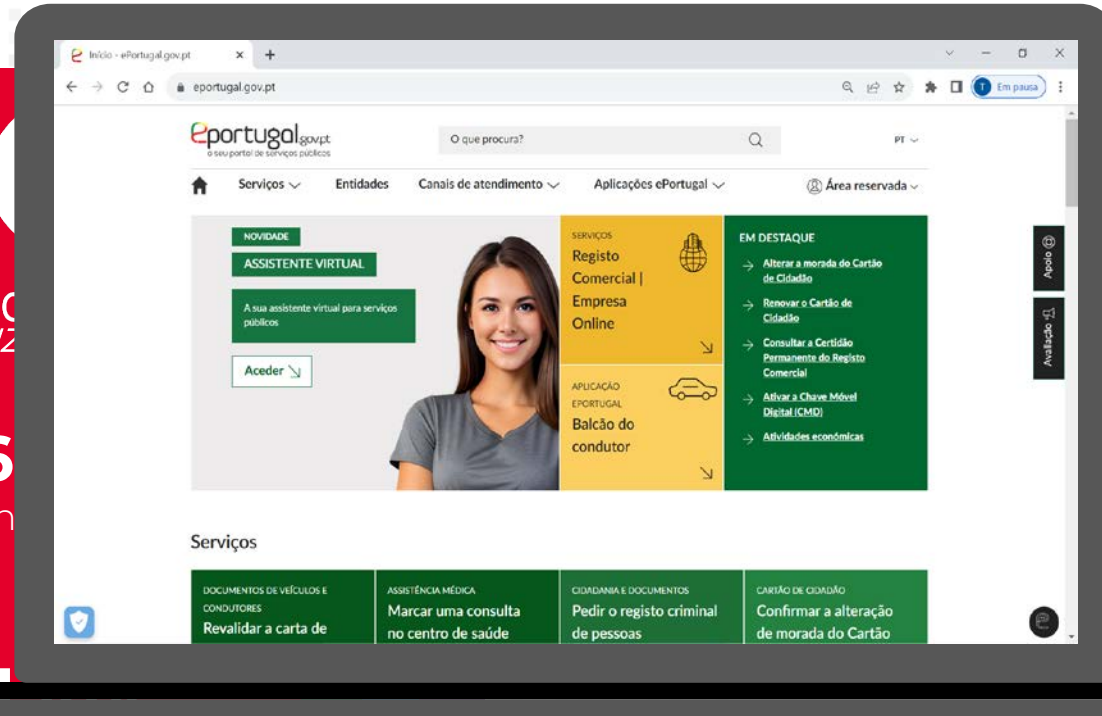
OMNICHANNEL PUBLIC SERVICES



DIGITAL TRANSFORMATION



# Omnichannel Service Delivery



LOJA DE C  
CITIZ

6  
Citizen

Interactions

**ePortugal** centralises all digital public services (citizens/businesses)

# Artificial Intelligence in Portuguese Public Administration

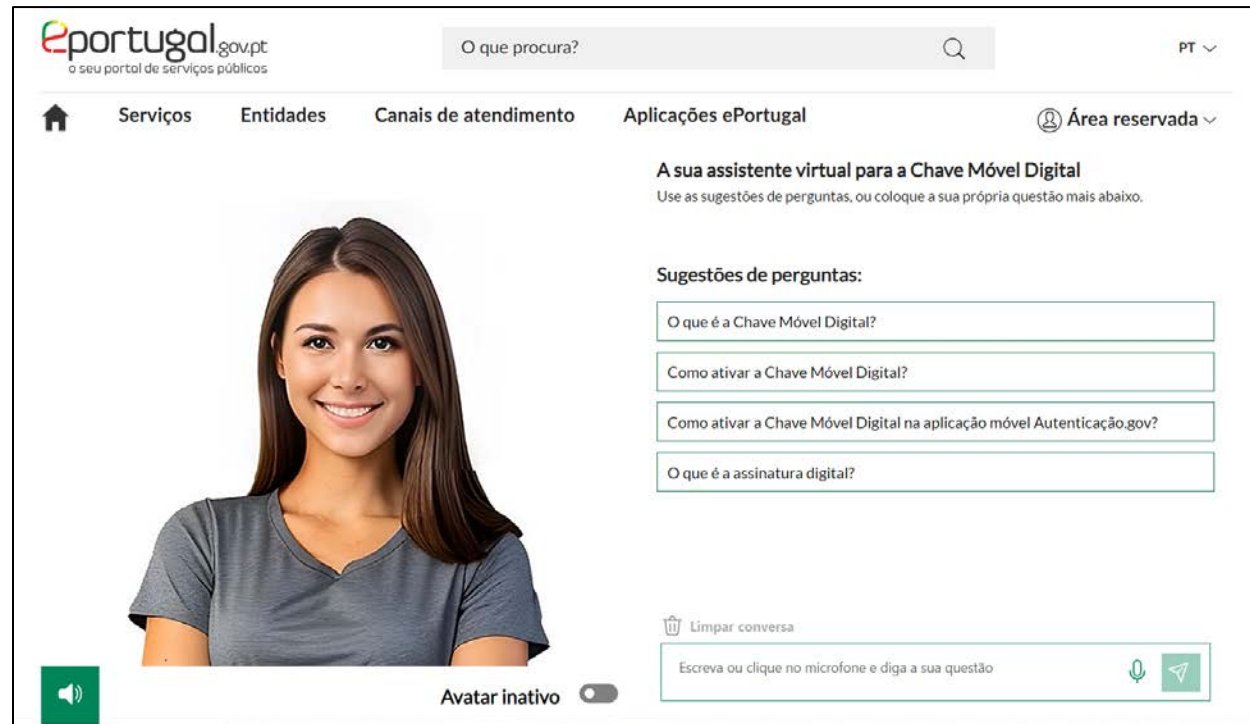


- **2019 – SIGMA**  
(chatbot@ePortugal.gov.pt)
- **2022 – GuIA** (Guide to AI in Public Administration)
- **2023 – Generative AI Virtual Assistant**

# The Citizen's Virtual Assistant

The screenshot displays the ePortugal.gov.pt website interface. At the top left is the logo "eportugal.gov.pt" with the tagline "o seu portal de serviços públicos". A search bar contains the text "O que procura?". The top right shows the language "PT" with a dropdown arrow. Below the header is a navigation menu with items: "Serviços", "Entidades", "Canais de atendimento", "Aplicações ePortugal", and "Área reservada" (with a user icon and dropdown arrow). The main content area features a large portrait of a smiling woman, the virtual assistant. To her right, the heading "A sua assistente virtual para a Chave Móvel Digital" is followed by the instruction "Use as sugestões de perguntas, ou coloque a sua própria questão mais abaixo." Below this, a section titled "Sugestões de perguntas:" lists four questions in input fields: "O que é a Chave Móvel Digital?", "Como ativar a Chave Móvel Digital?", "Como ativar a Chave Móvel Digital na aplicação móvel Autenticação.gov?", and "O que é a assinatura digital?". At the bottom left, there is a speaker icon and a toggle switch labeled "Avatar inativo". At the bottom right, there is a "Limpar conversa" button with a trash icon, a text input field containing "Escreva ou clique no microfone e diga a sua questão", a microphone icon, and a send icon.

# The Citizen's Virtual Assistant



eportugal.gov.pt  
o seu portal de serviços públicos

O que procura?

PT

🏠 Serviços Entidades Canais de atendimento Aplicações ePortugal 👤 Área reservada

**A sua assistente virtual para a Chave Móvel Digital**  
Use as sugestões de perguntas, ou coloque a sua própria questão mais abaixo.

**Sugestões de perguntas:**

- 
- 
- 
- 

🗑️ Limpar conversa

Escreva ou clique no microfone e diga a sua questão

Avatar inativo



# Objective

- To optimize how we support citizens in accessing public services.
- It is one of **the first generative Artificial Intelligence** solutions (based on CHATGPT 3.5 turbo) made available to citizens.
- The Assistant is Accessible @ the portuguese single digital gateway for public services: <https://eportugal.gov.pt/servicos/assistente-virtual-para-servicos-publicos>



# Advantages

- **Allows a 24/7 service** – currently available for questions about the Digital Mobile Key (CMD - national mobile eID, essential for accessing public/private services)
- **The avatar answers in writing and/or by voice** to the citizens' questions
- The avatar's voice response is synchronous with facial and lip movements
- The application adapts to the size of the cell phone screen





# Partners

- **Microsoft** (Cloud Azure OpenAI)
- **Defined.ai** (optimization of the language model to PT and avatar development)
- **Daredata** (integration and implementation of the project)



# Statistics

- **MAY-OCT23: 17.720 conversations** (130,3/day on average)
- **Main requests: CMD activation; digital signature; expiry date of the CMD**
- **Around 10% increase in the number of CMD activations since the launching of the virtual assistant**



# Next Steps

- **Improve the solution** (faster responses; training the LLM)
- Gradually expand the support to more services available at **ePortugal.gov.pt**
- Add a transactional feature to the virtual assistant
- **Expanding the total amount of working languages covered** by the AI

THANK YOU

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