

AMA virtual assistant — Portugal's AI chatbot for public services

AI in the Public Sector · Good practice · Portugal

Quality score: 60/100

Evidence strength: Observational / pre–post

Summary

Portugal's AMA launched an AI chatbot on ePortugal.gov.pt in May 2023. By December 2023, 23,780 conversations (101/day) and a 10% rise in Digital Mobile Key activations. Expanded by end-2024 to cover 2,300+ public services in 12 languages via ChatGPT.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	2/3
Transparency, fairness & accountability	2/3
Transferability / demonstrated replication	1/3
Scalability beyond pilot	2/3
Governance, capability & sustainability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-06-21

[Agência para a Modernização Administrativa \(AMA\)](#) — accessed 2026-06-21

[Official gov.pt announcement — AMA virtual assistant launch \(May 2023\)](#) — accessed 2026-06-21

[OECD OPSI — Virtual Assistant for Public Services case study](#) — accessed 2026-06-21

[gov.pt — New virtual assistant for gov.pt portal \(2024 expansion\)](#) — accessed 2026-06-21

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