

Frida — NAV Norway's AI chatbot for welfare and employment service inquiries

AI in the Public Sector · Good practice · Norway

Quality score: 67/100

Evidence strength: Descriptive / self-reported

Summary

NAV's AI chatbot Frida handles welfare and employment inquiries 24/7. During the 2020 pandemic surge (250% demand increase), Frida answered 270,000+ inquiries in weeks, resolving 80% without human escalation — equivalent to the capacity of 220 full-time agents.

Key dimensions

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

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-06-20

[Norwegian Labour and Welfare Administration \(NAV\)](#) — accessed 2026-06-20

[boost.ai — NAV COVID-19 case study](#) — accessed 2026-06-20

[Tandfonline — Developing human/AI interactions: lessons from the Norwegian government \(2022\)](#) — accessed 2026-06-20

[UiA — AURA: Improving chatbot handovers at NAV \(2022\)](#) — accessed 2026-06-20

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