

RITA — Guatemala's AI Tax and Customs Virtual Assistant

AI in the Public Sector · Good practice · Guatemala

Quality score: 60/100

Evidence strength: Observational / pre–post

Summary

Guatemala's tax authority SAT built RITA, a Dialogflow-based Spanish-language virtual assistant fielding taxpayer queries since April 2019 — serving 335,000 people in its first nine months and over 1.1 million queries in one quarter of 2023, with a 92.35% satisfaction rating.

Key dimensions

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

Evaluated by C-NAPSE

Data sources

[Quizá has hablado con una inteligencia artificial en Guatemala y no lo sabías — Soy502](#) — accessed 2026-07-13

[Rita, el chatbot de la SAT que atenderá miles de consultas tributarias — Diario de Centro América](#) — accessed 2026-07-13

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