

SERNAC's Real-Time Consumer Protection Alert System — Chile Cuts Market-Crisis Detection From Weeks to Under 24 Hours

AI in the Public Sector · Good practice · Chile

Quality score: 80/100

Evidence strength: Observational / pre–post

Summary

Chile's SERNAC built a real-time alert system using NLP to scan 1,700-1,800 daily complaints for anomalies in company behaviour, cutting detection of systemic market abuses from weeks to under 24 hours — work that won a 2025 World Bank/ICPEN award.

Key dimensions

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

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-08-02

Servicio Nacional del Consumidor (SERNAC) — Departamento de Estudios e Inteligencia (DEI), Unidad de Inteligencia de Mercado (UIM) — accessed 2026-08-02

OECD (2026), Generative AI Experimentation in Government — cites SERNAC case — accessed 2026-08-02

SERNAC obtiene el PAEI por gestión de Alertas de Protección al Consumidor — Ministerio de Economía de Chile — accessed 2026-08-02

SERNAC gana premio internacional por alertas al consumidor — El Diario Santiago — accessed 2026-08-02

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