

Traffy Fondue — Thailand's AI citizen complaint management system

AI in the Public Sector · Good practice · Thailand

Quality score: 73/100

Evidence strength: Observational / pre–post

Summary

NECTEC's AI chatbot (LINE) classifies and routes citizen complaints nationally. June 2022–July 2024: 947,769 complaints handled, 77% resolution rate, resolution time cut from 16 to 4 days across 11,808 agencies in 53 provinces, saving 78M THB (~US\$2.1M) annually.

Key dimensions

Dimension	Score
Evidence of impact / measured public value	3/3
Transparency, fairness & accountability	1/3
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 2026-06-25

National Electronics and Computer Technology Center (NECTEC/NSTDA) / Bangkok Metropolitan Administration — accessed 2026-06-25

Academic study (Frontiers in Sustainable Cities 2025) — accessed 2026-06-25

Wikipedia: Traffy Fondue — accessed 2026-06-25

NSTDA 2023 Performance Report — accessed 2026-06-25

Cite this — Evidoria. *Traffy Fondue — Thailand's AI citizen complaint management system*. Persistent ID: 1fca1997-f2a8-4236-9f58-3956ff8c0abe.