

A new digital point of contact: how Docapesca brought the virtual agent Doca to life

The development of Doca marked a turning point in the way Docapesca provides information and supports its users. A project with real impact, supported by artificial intelligence (AI), user-centered design, and good change management practices.

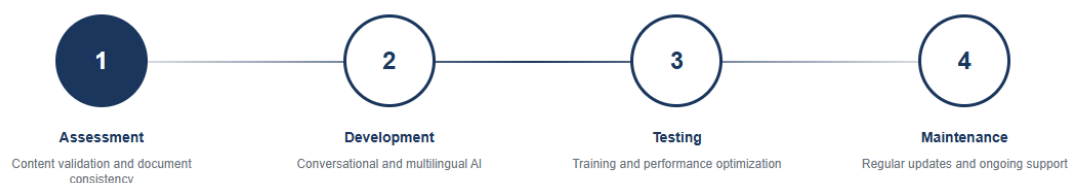
Need for autonomy in creating a smart channel

Docapesca, the entity responsible for managing fishing ports in mainland Portugal, identified a clear challenge: the need to provide useful, reliable, and accessible information to all users of its website, independently and immediately. The current digital context requires smarter contact channels, with quick responses and consistent experiences for both citizens and employees.

The starting point for the project was ambitious but pragmatic: to create an intelligent virtual agent that reflected the organization's values of rigor, proximity, and innovation.

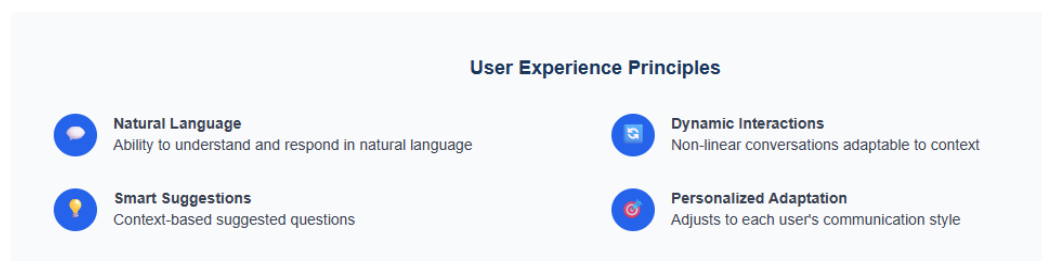
Collaborative and iterative approach to ensure real utility

The development process for Doca ("Dock"), led by LBC (www.lbc-global.com), the technology partner responsible for the project, followed a structured methodology based on four main phases:



Docapesca's active involvement was decisive not only in defining the language and identity of the virtual assistant, but also in building its "brain," which is fed exclusively by institutional documents. This process ensured that the responses were reliable, clear, and tailored to the real context of the organization.

Doca was designed based on user experience principles, notably:

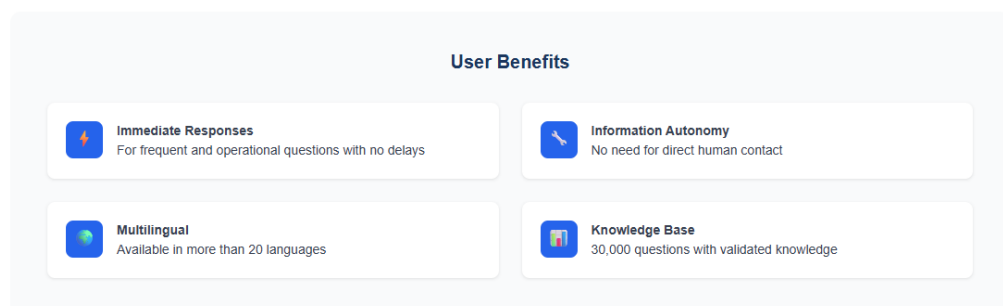


“The intelligent virtual agent we developed at Docapesca brings the institution closer to its customers and partners, making information more accessible and service more efficient. It was a project that combined technological innovation with the enhancement of the fisheries and ports sector. We are proud to contribute to a more modern, transparent Docapesca that is closer to the community.”

João Mateus, partner at LBC

Concrete results and clues for the future

With Doca fully functional on the institutional website, users benefit from:



The impact was also reflected internally, with greater efficiency in customer service, less overload from repetitive requests, and greater appreciation of the digital channel.

Among the main lessons learned from the project are:

- 1 Content consistency** is fundamental
- 2 Continuous training** of internal teams is necessary
- 3 Regular monitoring** and systematic feedback are effective

In the future, the evolution of Doca may involve:



Integration with other digital systems



Expansion of the knowledge base



Enhancement of analytical and predictive capabilities

This project is a concrete example of how digital innovation, when well guided, can create public value, strengthen proximity to users, and position organizations for the challenges of an increasingly digital and demanding future.

LBC is an international strategy consulting and digital transformation company with experience in 18 countries and an innovation lab in Silicon Valley.

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