

Azeitona: the new virtual agent that brings DGAV closer to people

The DGAV decided to strengthen its service capacity with a new intelligent digital channel. LBC developed Azeitona, a virtual agent capable of responding accurately and fluently to complex issues, which brought the institution closer to citizens and professionals through a more accessible, consistent, and modern service.

Smart response to complex needs in the food and veterinary sector

DGAV - Direção-Geral de Alimentação e Veterinária (Directorate-General for Food and Veterinary Affairs) faces a structural challenge: managing high volumes of requests for information, often technical and urgent, in a context of demanding regulatory frameworks and growing expectations from citizens and professionals.

The diversity of topics, the constant demand for clarification, and the need to ensure consistent responses revealed the importance of creating a digital contact point capable of expanding service capacity without compromising accuracy or quality.

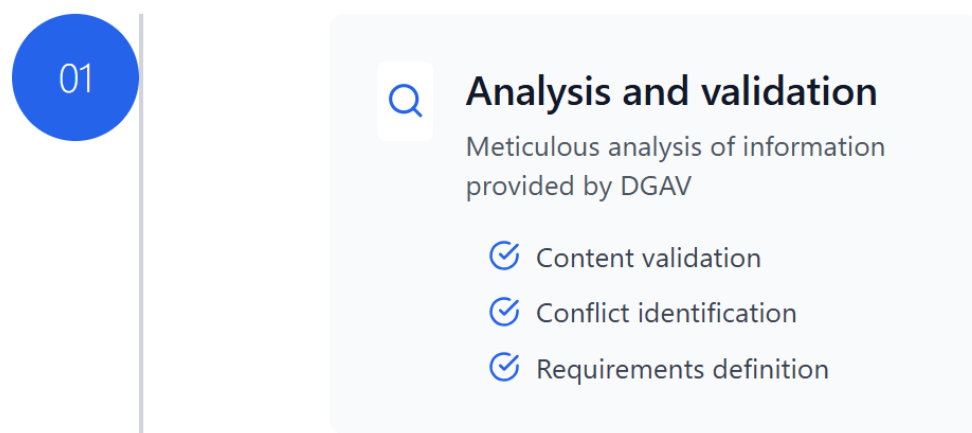
It was in this context that Azeitona (Olive) emerged, the intelligent virtual agent developed by technology partner LBC (www.lbc-global.com) with conversational artificial intelligence (AI) and the ability to interact in more than 20 languages.

Development focused on clarity, accuracy, and digital experience

The project was structured to ensure rapid implementation, solution reliability, and continuous involvement of DGAV in all relevant decisions. LBC began the work with a meticulous analysis of the information provided by DGAV, validating content, identifying potential areas of conflict, and defining essential requirements for the configuration of Azeitona.

This first phase ensured that the virtual agent was based on solid, consistent information and able to respond accurately.

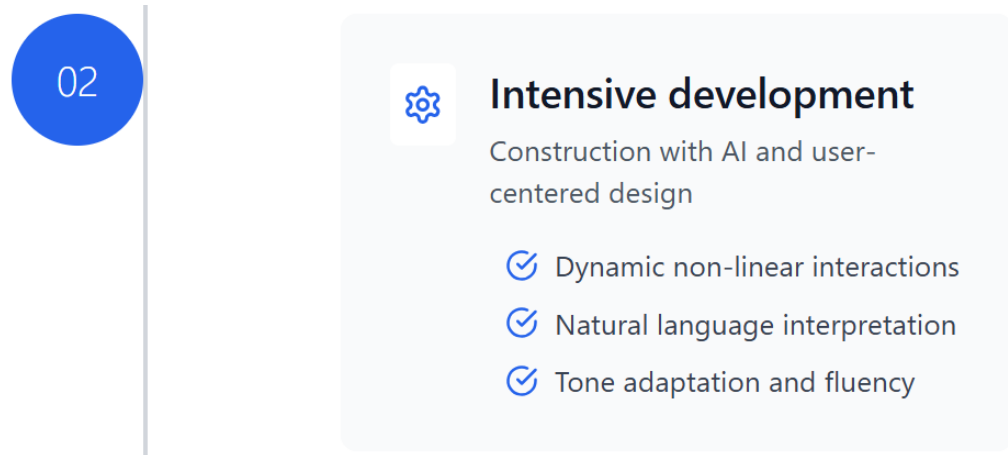
Figure 1 - Methodology: analysis and validation



This was followed by an intensive period of development, supported by robust AI practices and user-centered design methodologies. LBC built a solution with dynamic, non-linear interactions capable of interpreting nuances in natural language.

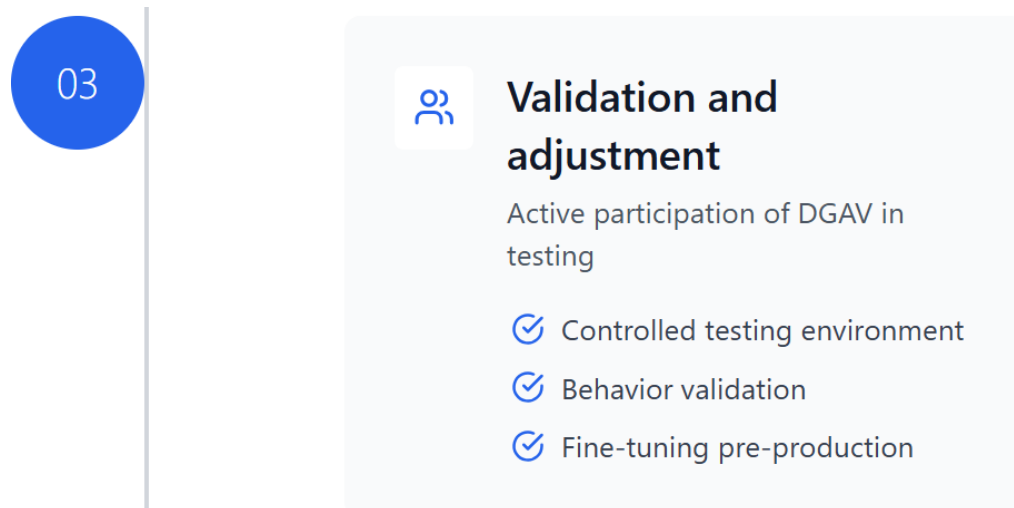
Azeitona was designed to follow shifts in topic, adapt the tone of its responses, and ensure fluidity in conversation, reinforcing a sense of closeness and naturalness.

Figure 2 - Methodology: intensive development



During the second phase, DGAV actively participated by validating the virtual agent's behavior in a test environment and contributing to fine-tuning before going into production.

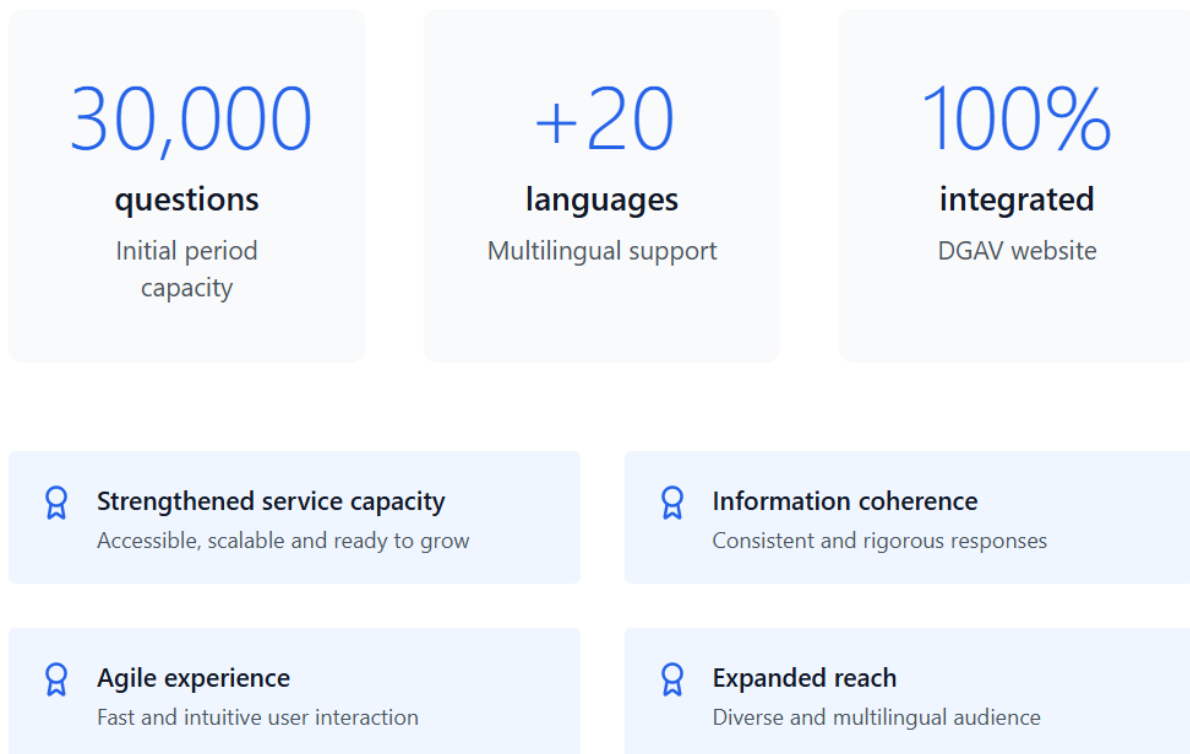
Figure 3 - Methodology: validation and adjustment



Results that improve public service and learning with future value

Azeitona was integrated into the DGAV website as a new digital contact point, accessible, scalable, and prepared to answer up to 30,000 questions in the initial period. The virtual agent reinforces the DGAV's service capacity, ensures consistency of information, and provides a more agile experience for users. Its availability in multiple languages broadens the service's reach and responds to the needs of an increasingly diverse audience.

Figure 4 - Results achieved



“We are completely satisfied with the professionalism of the project manager and team. Their response was extremely quick and efficient. Whenever minor issues were detected, they were promptly resolved.”

Susana Guedes Pombo, director of DGAV

The project provides relevant lessons:



Organized content

Importance of consistent institutional information



Multidisciplinary teams

Need for collaboration to achieve effective solutions



Iterative approaches

Value of testing, adjusting and improving with real evidence

The close collaboration between DGAV and LBC has shown that advanced technology, when applied rigorously and critically, enhances administrative efficiency and generates impactful results.

Azeitona is a new step in the modernization of public services, strengthening the relationship between the Public Administration and citizens, and a concrete example of how AI can be applied responsibly to improve the lives of those seeking reliable and accessible information.

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

LBC can provide guidance to executives challenged by the pace of rapid transformation and support with implementation of digital transformation.

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