

# Serbia Government



## Simplifying Citizen Access to Government Services with Rasa

### Quicker

Access to government services

### Predictable

Costs and reliable conversations

### 60

Digital services built on CALM

INDUSTRY  
Government

LOCATION  
Belgrade, Serbia

EMPLOYEES  
500

USERS  
~2.5 MILLION

eUprava, Serbia's national e-Government platform, provides citizens nationwide with digital access to dozens of government services. As demand for faster, easier service delivery grows, eUprava introduced conversational AI to simplify how citizens locate and start online government processes. The agent helps reduce complexity for users while keeping government services accessible across a broad range of digital interactions.

## Key Takeaways

- The new conversational AI agent built entirely on CALM covers 60 digital services
- CALM allows eUprava to control how language interpretation connects to each service flow
- Simple routing flows with full logic visibility
- Next phase is for the government to allow citizens to complete full transactions directly inside the agent

eUprava provided a well-organized website with all government services listed. However, the broad scope and complexity of the business logic made navigating these services difficult to implement effectively, which often left citizens unsure where to begin. The team needed to make government digital services easier to locate, support dozens of services across multiple agencies, launch quickly to meet EU digital readiness deadlines, and build a sustainable system that could scale and be maintained by partners long-term.

| Challenges                                                 |                                                 |
|------------------------------------------------------------|-------------------------------------------------|
| Government digital services were difficult to locate       | Existing system wasn't scalable and sustainable |
| Needed enhancements to meet EU digital readiness deadlines |                                                 |

Working with Rasa, eUprava launched a new conversational AI agent built entirely on CALM (Conversational AI with Language Models) using Rasa Studio. The agent covers 60 digital services across government functions, helping citizens get routed directly to the correct eUprava website service based on guided questions. The team used Studio to design and manage flows, keeping logic fully visible and versioned while allowing partners to build and iterate without heavy engineering involvement. GPT-4o, hosted within eUprava’s Azure environment, supports language understanding, while service logic remains fully deterministic and transparent.

Additionally, a Retrieval-Augmented Generation (RAG) component was implemented, enabling the assistant not only to start services but also to provide detailed information about them. For example, when a user asked, “What is the end date to apply for child testing for primary school?” the assistant responded, “The end date is August 15.” When the same user followed up with, “I want to sign up my child for primary school,” the AI agent immediately activated and routed to the primary school testing flow.

The initial go-live focused on delivering immediate value with a horizontal approach: covering as many services as possible with simple flows that gather key information and route users to the correct transaction page. Citizens can now schedule passport renewals, renew identification, access healthcare services, or submit job search requests. CALM allows eUprava to control how language interpretation connects to each service flow. LLMs handle intent recognition, while every task runs through defined logic that can be tested, monitored, and updated as new services come online.

With the first phase live, eUprava has established a strong foundation for long-term expansion. Citizens reach services faster without navigating multiple agency websites, government offices receive fewer misrouted or incomplete inquiries, logic remains fully transparent and versioned, partners build and maintain flows directly using Studio, and the system architecture supports future expansion without requiring system redesign.

As the assistant grows, CALM gives eUprava control over where and how LLMs contribute, keeping costs predictable and conversations reliable even as use cases become more complex.

## Results

**Quicker and more streamlined access to a range of services**

**Predictable costs and reliable conversations**

**Fewer misrouted or incomplete inquiries**

**“With Rasa, we launched quickly and gave citizens a simpler way to access government services. The system allows us to expand at our own pace while controlling how services are delivered. Studio and CALM allow us to build new use cases while maintaining stability as the platform grows.”**

**BOGDAN STEŠEVIĆ**  
Head of the Group for Quality of Services and Development of AI at eUprava

With horizontal coverage now in place, eUprava is preparing for vertical scaling. New flows will allow citizens to complete full transactions directly inside the agent rather than transferring to external web forms. The Rasa Resident AI Engineer will continue working closely with the eUprava team, providing ongoing training and enablement to ensure the government’s partners can independently expand and maintain the system long-term.

“Having a Rasa Resident AI Engineer involved from the start made a huge difference. The team guided us through the design and implementation, helped us learn the system, and ensured we were ready to build new services. That hands-on support gave us confidence to move faster and set up the foundation we needed,” said Bogdan Stešević, Head of the Group for Quality of Services and Development of AI.

He added, “With Rasa, we launched quickly and gave citizens a simpler way to access government services. The system allows us to expand at our own pace while controlling how services are delivered. Studio and CALM allow us to build new use cases while maintaining stability as the platform grows.”

[rasa.com](https://rasa.com)  
[info@rasa.com](mailto:info@rasa.com)

Rasa simplifies building complex conversational AI by extending LLMs with reliable business logic. Our platform enables enterprises to build sophisticated AI assistants that handle millions of interactions securely—giving you complete control to scale automation. Trusted by Fortune 500 companies, Rasa ensures data privacy, security, and scalability for enterprises. Rasa is privately held, with funding from Accel, Andreessen Horowitz, and Basis Set Ventures.