



# FAIRshare

DIGITAL TOOLS FOR FARM ADVISORS



2018-2023



31 partners



6,99M

Findable, Available, Interoperable,  
Reusable and Shareable

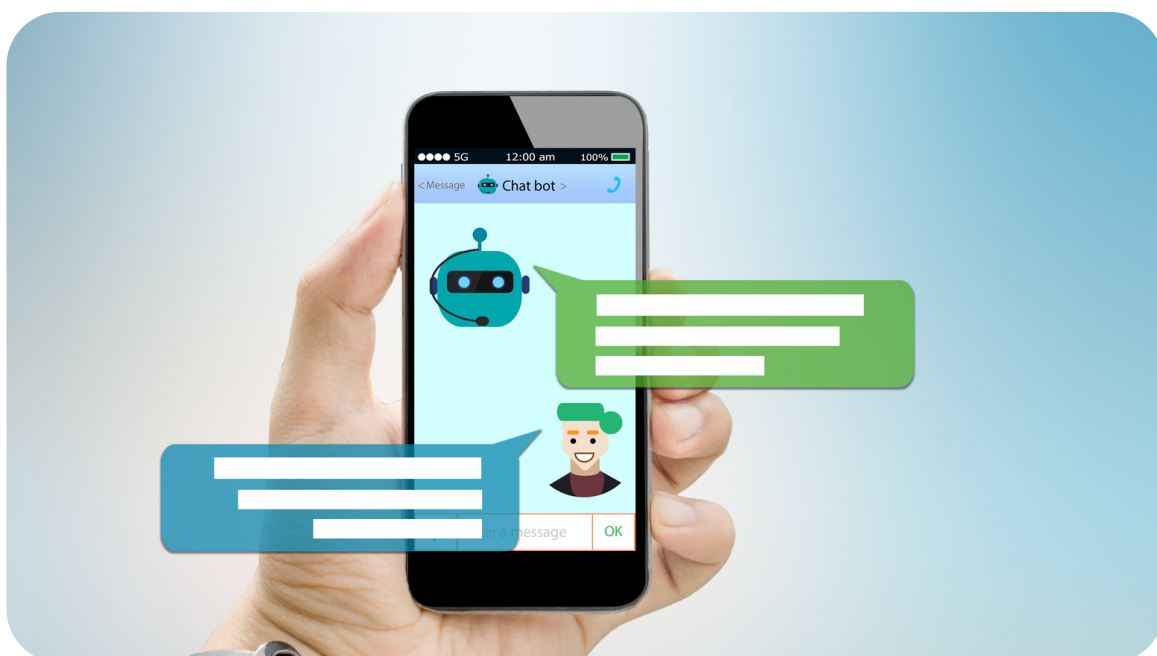
FAIRShare aims to improve farmer engagement with digital technologies through sharing, adapting and enabling more use of digital advisory tools and services (DATS)

Practice abstract n°75

**Update from PA40: Implementing a chatbot to automate first level interaction with farmers on investment grants**



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# Implementing a chatbot to automate first level interaction with farmers on investment grants

n°75

## Context

Instead of having to scroll through information on a website, the chatbot could be programmed to answer questions quickly and comprehensively. Communication would occur naturally through a mix of form-based responses where farmers can select keywords of interest, followed by open-ended questions. The chatbot available on [www.lko.at](http://www.lko.at) in the "Investment Grants" section allows farmers to access personalized information anytime, anywhere. When expert advice is needed, farmers are redirected to advisors in their geographic area for follow-up.

## Lessons learnt

During the implementation of the chatbot, we learned that the cycle of the CAP implementation is important in the use of this tool. The last CAP period was extended, however the money for the measure was already used so the uptake of the chatbot was slow. This has dramatically changed when the new CAP period has started.

The second lesson we learned is that there is a high dynamic in the market for Chatbot tool providers. The tool provider we chose was taken over twice in 18 months and then at the end discontinued by the new company. This means that after implementing for quite a long time we were forced to move our knowledge base to another tool.

The third lesson was that there is little understanding/knowledge on a management level what data annotation, semantics etc. mean. Due to the market entry of ChatGPT in 2022, there is a need to clearly explain to decision makers what needs to be done to quality assure knowledge in tools. This helps clarifying the resource allocation needed.



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## Consortium

