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CASE STUDY · MARLUC SYNOPSIS

AMS Berufsinfomat career information chatbot

IMPLEMENTED 2023–2025 · GOVERNMENT AND PUBLIC SERVICES · AUSTRIA · BAND E · PARTLY PROVED

VERSION 1.0 · PUBLISHED 15 NOVEMBER 2026 · UPDATED 15 NOVEMBER 2026 · FACTS CHECKED 15 NOVEMBER 2026

Austria's public employment service launched a ChatGPT-based career information chatbot in January 2024. Journalists reproduced gender-stereotyped answers within a day, and AMS added bias controls within weeks. The tool is still in use, with 122,150 uses reported for 2025.

ABOUT THIS SYNOPSIS

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NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

No measurable effect: no results reported.

AI used: Generative AI chatbot: ChatGPT-based question and answer tool over AMS career data.

Implemented: 2023–2025. Grade: band E, No measurable effect, Partly proved.

Headline result, as reported: Gender-stereotyped answers reported on launch day in January 2024; tool still live, with 122,150 uses reported for 2025 and no measure of effect on advisers

1 · The case

The facts, as reported by the 5 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Arbeitsmarktservice Österreich (AMS). Austria's public employment service, which advises job seekers and employers; the Berufsinfomat is open to the public on ams.at and was the first AI tool used by a European public employment service, by AMS's account. Canvas block: 3. Customers and proposition. Also 4. Operations and process.

Business challenge

The challenge. AMS wanted fast, low-threshold answers on occupations, training, salary levels and further education, in many languages, with advisers freed for personal guidance, by its account.

How it was addressed. AMS launched the Berufsinfomat on 3 January 2024. It answers career and training questions in the user's language using AMS content (the occupational information system, the Berufslexikon and the Ausbildungskompass) and a generative model. It has no access to personal data, does not answer questions on benefits or job placement, and carries a notice that answers may be wrong. An editorial system monitors questions and answers, and user feedback is reviewed. After launch AMS added a gender-bias indicator, a step that rewrites gender-marked questions, and prompt moderation. [1] [2] [3] [4] [5]

Who implemented it

goodguys GmbH (Software vendor): Supplied the AI Concierge product and the proof of concept, adapted for AMS, per the ministry's answer..
BRZ GmbH (Systems integrator): Put the tool into operation, provided infrastructure and integrated it into ams.at, per the ministry's answer..
OpenAI (Model or cloud provider): Provided the generative model through its API; the 2025 slides describe GPT-4o via Microsoft Azure OpenAI..
In-house (In-house): AMS project team: Owns the content, feedback review and editorial system..
Braintrust Marketing Service GmbH built an automated export of AMS content, per the ministry's answer.

Technology (SEAM pillar E)

SEAM types: T3 API integrations, T4 RAG / vector search over your own data. Deployment: Cloud APIs. Vendors and products: OpenAI, Microsoft, goodguys GmbH, AI Concierge (goodguys GmbH), OpenAI API, GPT-4o and GPT-4o-mini through Microsoft Azure OpenAI (2025 slides).

Where it was built in: Embedded as a frame on ams.at; questions are matched to AMS content from the occupational information system, the Berufslexikon and the Ausbildungskompass, and the generative model writes the answer.

What changed

Before: career information through AMS websites, the information centres and advisers. After: a chatbot answers general career questions in seconds, and advisers are not replaced. Measured effect on adviser workload: Not reported. [1] [2] [3] [4] [5]

What it cost

Not reported as a total. EUR 275,160 was billed to 31 December 2023 (EUR 74,880 to goodguys GmbH, EUR 14,280 to Braintrust and EUR 186,000 to BRZ GmbH as a first part-payment), with up to EUR 231,977.51 expected for January to March 2024, per the minister's answer. Costs from 1 April 2024 were not yet fixed then. AMS gave about EUR 300,000 at launch.

What it saved

Not reported. AMS expected about 15,000 requests a month in the first year. It reports 355,452 answers in 2024 and 122,150 uses in 2025, and a thumbs up to thumbs down ratio of about 3 to 1 in 2024. The sources report no time or cost saved. [1] [2] [3] [4] [5]

Governance and control

By AMS's account, an editorial system monitors questions and answers, the data protection organisation and the women's policy department took part from December 2023, and the tool uses only public data. A journalist-reported bias problem was found on launch day, and the minister's answer says not all gender points were resolved by publication. Accountable owner: project leads are named in AMS slides.

S2 · Accountable owner · Claimed
AMS names an IT project lead and a content project lead for the tool; the minister answered to parliament for AMS's commissioning. [2] [5]

A1 · Safe use · Claimed
The tool uses only public data, has no access to personal data and does not answer benefits or placement questions; AMS says it reviewed the AI process and defined measures for the risks found. [1] [2]

A2 · Human in the loop · Claimed
An editorial system monitors questions and answers in real time and staff review user-reported errors; the tool does not replace advisers. [2]

A3 · Monitoring and assurance · Claimed
AMS tested with staff from 1 December 2023 and later built a bias indicator and regression tests; the minister's answer says not all gender points were resolved by publication. [2] [3]

A4 · Vendor AI · Claimed
Direct award without other offers to goodguys GmbH; at that time questions went to the OpenAI API outside the EU, and by 2025 AMS described GPT-4o models through Microsoft Azure OpenAI. [2] [5]

A5 · Agent controls · Not reported
Not applicable: a question and answer tool, not an agent. Not reported.

A6 · Standards and regulation · Claimed
AMS says its data protection organisation took part from December 2023 and that it reviewed the AI process against its legal duties. [2]

What worked, what did not, what is unproven

WORKED

– Sustained use: 355,452 answers in 2024 and 122,150 uses in 2025, by AMS's account.

– Content stays under AMS control in a separate knowledge system maintained by staff.

– AMS responded within weeks with bias indicators, tests of about 1,000 questions and regression tests, by its account to parliament.

DID NOT

– On launch day futurezone reproduced different job suggestions for a man and a woman with the same profile.

– The minister's answer says not all gender-related points could be implemented to AMS's satisfaction by publication.

– Monthly answers in 2025 ranged from 6,867 to 15,658, below the 15,000 a month AMS expected in its first year in most months; the expectation and the 2025 figures cover different years.

UNPROVEN

– Whether the stereotyping has been removed; no independent re-test was found.

– Running costs from April 2024.

Timeline

Apr 2023 AMS commissions a proof of concept from goodguys GmbH by direct award, after the firm had shown experience in generative AI [2]

Dec 2023 AMS staff begin testing from 1 December; the women's policy department and the data protection organisation join in December [2]

Jan 2024 AMS launches the Berufsinfomat on 3 January and says it will relieve advisers [1]

Jan 2024 futurezone reports different recommendations for men and women on 4 January, the day after launch [3]

Jan 2024 AMS adds gender-specific extensions and misuse prevention on 10 January and refines sensitivity on 19 January [2]

Mar 2024 The minister answers a parliamentary question on cost, testing and bias; the answer says not all gender points were resolved to AMS's satisfaction by publication [2]

2024 The tool gives 355,452 answers in 2024, per AMS slides [5]

Nov 2025 AMS staff present the tool at a national guidance conference, describing GPT-4o models through Microsoft Azure OpenAI and bias detection steps [5]

2025 AMS's 2025 report counts 122,150 uses of the Berufsinfomat in 2025 [4]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: E, No measurable effect. Proof: Partly proved. Level of change: Not graded.

No level assessed: band E. Use is reported, but no source measures an effect on adviser time, user outcomes or cost.

Graded E: AMS reports sustained use but no measure of effect on adviser time or user outcomes. The tool remains in service, so the grade is a judgement on the evidence available, not a finding of failure.

The SEAM view and lessons learnt

The tool was built on a ready-made generative service with AMS's own content behind it, and the first public test found a known weakness in such models. AMS's later work, an indicator for gender-marked questions, a test set and regression tests, is the kind of assurance that belongs before launch. For a larger organisation, the transferable point is to test for the harms a public user will try on day one, and to define the measure of benefit before launch. Sustained use is not the same as an effect on the staff the tool was meant to help.

1. Test public-facing assistants for known bias before launch, with the people affected.

3. Publish usage and quality figures regularly so that the effect can be checked.

Evidence

Score 2 of 4. Partly independent: a ministerial answer to parliament and journalists' tests confirm cost, testing and bias; usage and benefit figures are AMS's own.

Evaluation method. Government records and press reporting: the minister's answer to a parliamentary question, AMS's own usage figures and journalists' tests of the live tool; no independent evaluation of results.

Sources disagree. AMS slides give 93,023 answers from January to September 2025 and the AMS 2025 report gives 122,150 uses for the full year. They count differently (answers and uses) and cover different periods; the sources do not reconcile them.

Status. Ongoing: in use on ams.at, with 122,150 uses reported for 2025.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/ams-berufsinfomat

[1] ORF: Rasche Infos: KI hält Einzug in AMS-Beratung (3 January 2024)
https://orf.at/stories/3344630/

[2] Austrian Parliament: Answer by the Federal Minister for Labour and Economy to parliamentary question 17485/J (16941/AB, 11 March 2024)
https://www.parlament.gv.at/dokument/XXVII/AB/16941/imfname_1616332.pdf

[3] futurezone: Diese sexistischen Antworten liefert der KI-Chatbot des AMS (4 January 2024)
https://futurezone.at/amp/digital-life/chatbot-ams-chatgpt-berufsinfomat-kritik-sexismus-stereotype-kosten-mangel/402729334

[4] AMS Österreich: Bericht 2025, Beruf, Bildung und Arbeitsmarkt (Kernprozess 3)
https://forschungsnetzwerk.ams.at/dam/jcr:657713db-c1f1-4fc7-82b5-7c099efcc592/AMS_2026_Bericht%20zum%20Kernprozesses%203%20im%20Jahr%202025.pdf

[5] AMS and OeAD Euroguidance: Workshop slides, AMS-Berufsinfomat (11 November 2025)
https://oead.at/fileadmin/Dokumente/erasmusplus.at/Inspiration_Wirkung/Euroguidance/Veranstaltungen/Fachtagung_2025/Workshop_1_-_AMS_Berufsinfomat_und_Co._Ihre_verlaesslichen_Unterstuetzungstools_in_der_Beratung.pdf

Arbeitsmarktservice Österreich (AMS) website: https://www.ams.at

Version 1.0 · Published 15 November 2026 · Updated 15 November 2026 · Facts checked against sources 15 November 2026 · Downloaded 26 November 2026. This PDF may be out of date: the latest version, and a way to report an error or a better source, is at https://marluc.co.uk/case-studies/ams-berufsinfomat

VERSION HISTORY

v1.0 15 November 2026 First published