

# AI Avatar as Press Secretary for the Ministry of Digital Development of the Republic of Kazakhstan

## Key results



### 24/7 Availability

Over 100 inquiries handled from international journalists across different time zones.



### 100% Accuracy

Zero misinformation or off-script responses - all answers based strictly on the Ministry's verified knowledge source.



### Immediate responses

Instant answers for every journalist, eliminating the typical 15-20 minute wait for live Q&A sessions.

## About the client

In September 2024, [Pitch Avatar](#) started collaboration with Kazakhstan's government to explore how AI avatars could modernize official communications, working alongside [NITEC](#). After testing multiple approaches and running internal demos, our technology was ready for its biggest test: the Ministry of AI and Digital Development's year-end briefing in December.

The Ministry asked Pitch Avatar to design and develop a digital press secretary - **AI avatar** named **Jibek** that could present the Ministry's annual results and answer journalists' questions in real-time.



## Challenge

The Ministry of AI and Digital Development wanted to explore whether AI avatars could help solve their daily challenges:

- ✦ **Limited capacity to respond** to inquiries during routine briefings.
- ✦ **The need for 24/7 accessibility** in an increasingly digital world.
- ✦ **Overwhelming volume of repetitive inquiries** from journalists that need huge resources to process and respond to them.

# Solution

Before implementation, we involved several carefully planned phases:

## Preparation

- Tested multiple conversational AI avatar approaches and looks;
- Ran internal demos to refine the technology;
- Exchanged expertise between Pitch Avatar, NITEC, and the government team.

## Development

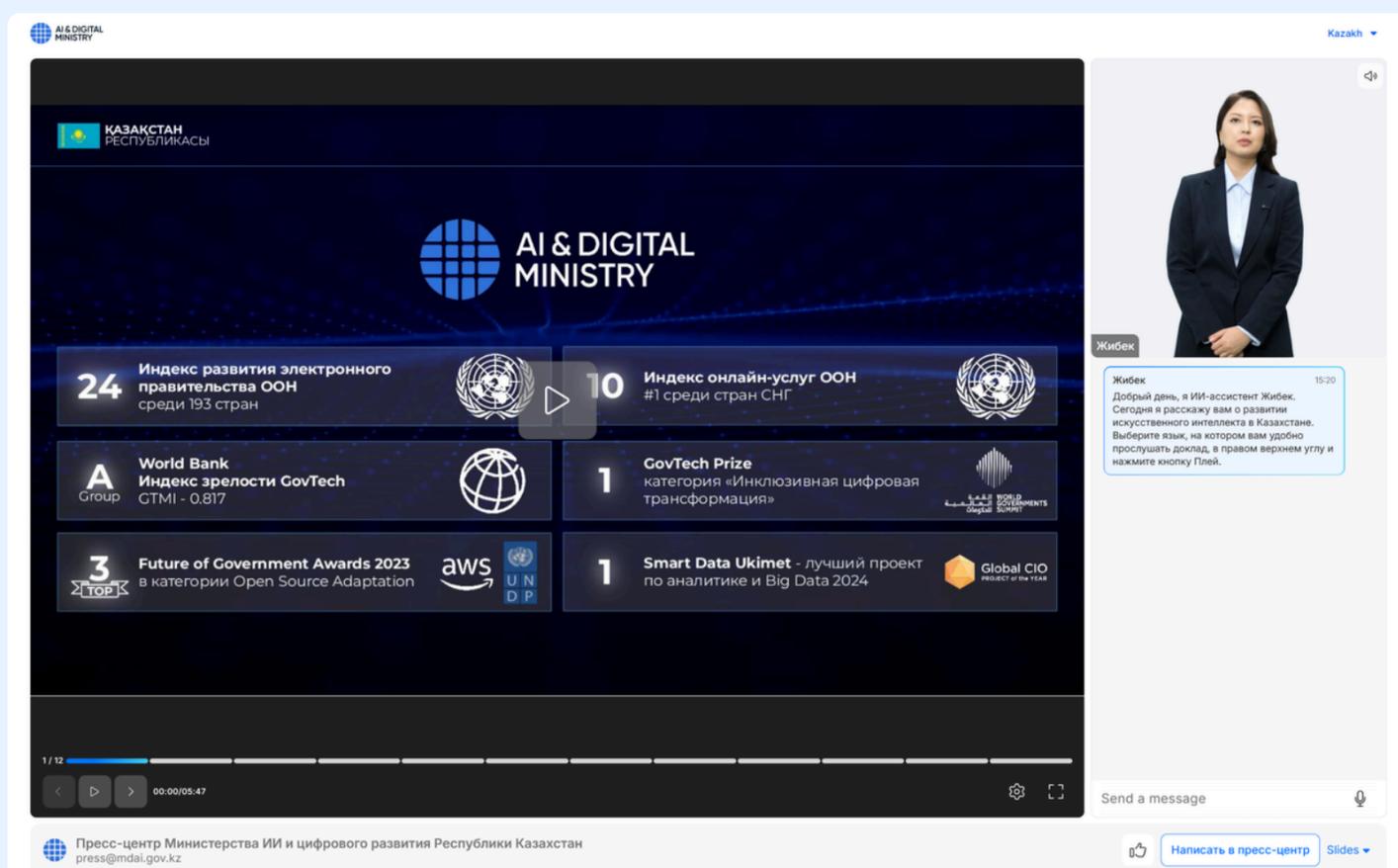
- The Ministry provided presentation materials, scripts, and Q&A documentation, as in government communication each word matters;
- Created comprehensive scenarios covering ministry achievements, annual results, Q&A handling, and appropriate communication tone;
- Pitch Avatar team built Jibek's Knowledge base using verified Ministry sources.

## Testing

- Ran multiple variants and tests to ensure stable, accurate performance for multiple listeners at the same time in 2 languages: Kazakh and Russian;
- Validated all responses against official Ministry information.

## Launch

At the year-end briefing, **Jibek** was introduced during the Ministry's presentation. While on break, journalists could interact with the AI avatar through an interactive player, testing how it worked in practice.



# Results

**Journalists loved it.** The feedback was overwhelmingly positive. The conversational AI press-attaché fundamentally transformed how journalists accessed information. Instead of waiting for their turn to speak in a traditional Q&A format, they could ask significantly more questions in real-time during the event and receive immediate, accurate responses.

When they needed clarification, they could follow up with unlimited additional questions, diving as deep into topics as their stories required.

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## Want your own Jibek?

Discover how Pitch Avatar can make your entity more accessible to the people who need you, just like we did for Kazakhstan's Ministry.

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