

AI Assistants & Agents

An easy guide for local business owners

Up to date as of October 17, 2026. These tools change fast. Check again before you act.

Two words to know

Assistant = an AI you ask questions. It answers.

Agent = an AI that can also do things for your customer: fill in your booking form, reserve a table, or even phone you.

How each page works

-  **What it is**
-  **What it can do**
-  **How your customers use it**
-  **Where its info comes from**
-  **What you can do**

Colored tags tell you how much each one can do: ● **Does tasks** (can act for customers) · ● **Some tasks** · ● **Answers** (mostly answers questions).

Please read: the honest part

Nobody can promise that an AI will recommend or book your business. Not us, not anyone. We list only what each company (or a named news source) has said in public. When a company does not explain how it picks businesses, we say so. Small numbers like [3] point to the sources at the back.

The quick comparison

One line per helper. Details follow.

Helper	Made by	Can it act for customers?	Your #1 move
★ Muse	Meta	● Does tasks	Test your booking form on a phone
⦿ Meta AI	Meta	● Answers	Match your Meta pages to your site
✦ ChatGPT	OpenAI	● Does tasks	Claim your Yelp page
Ⓖ Google Search: AI Overviews and AI Mode	Google	● Does tasks	Complete Google Business Profile
◆ Gemini app	Google	● Does tasks	Prepare staff for AI calls
◇ Gemini in Chrome (auto browse)	Google	● Does tasks	Simplify online booking
⦿ Siri AI (Apple Intelligence)	Apple	● Some tasks	Claim Apple Maps listing
⦿ Alexa+	Amazon	● Does tasks	Update partner profiles
◆ Alexa for Shopping (formerly Rufus)	Amazon	● Does tasks	Clear product pages (if you sell online)
▮ Microsoft Copilot	Microsoft	● Does tasks	Working contact form
⦿ Perplexity	Perplexity	● Some tasks	Clear, quotable facts on your site
⦿ Comet browser	Perplexity	● Does tasks	Short, working quote form
⦿ Claude	Anthropic	● Some tasks	Correct Google listing
✕ Grok	xAI	● Answers	Consistent public profiles
⦿ Samsung Galaxy AI	Samsung	● Does tasks	Google listing + clear site
⦿ Opera Neon	Opera	● Does tasks	Simple website steps
⦿ DeepSeek	DeepSeek	● Answers	Clear website
⦿ Mistral Vibe (formerly Le Chat)	Mistral AI	● Some tasks	Clear website

"Can it act" reflects what the company documents. Many features are limited to some countries, phones or paid plans.

Each helper, one by one

★ Muse

● Does tasks

Made by: Meta (Facebook, Instagram, WhatsApp) · **Where:** US and Canada; reportedly Mexico. Not UK/EU yet.

i What it is

A personal AI helper app from Meta, launched September 8, 2026. It has its own computer "in the cloud" (on Meta's servers) with a web browser. It is not the same as Meta AI, the chat helper inside WhatsApp and Instagram.

⚙ What it can do

Chat like a person. Visit websites. Use apps you connect to it. Book travel and restaurant tables. Send email. Buy things. Meta says it asks you first before big steps like paying or sending.

☎ How your customers use it

A customer types or says, "Book me a table for four Friday at 7," or "Find a plumber who can come tomorrow." Muse can look around the web and try to finish the job. It works in the Muse app or through WhatsApp.

🔍 Where its info comes from

Websites it visits, plus connected apps. News reports name Facebook, Instagram, Spotify and OpenTable.

✓ What you can do

Make sure your booking or quote form works on a phone with no dead ends. Put prices (or price ranges), hours and your service area in plain words on your site. Keep your Facebook and Instagram info correct. Restaurants: keep OpenTable up to date.

Sources: [1, 2, 3, 4, 5, 6]

Meta AI

● Answers

Made by: Meta · **Where:** Inside WhatsApp, Instagram, Facebook, Messenger and the Meta AI app (many countries).

i What it is

The chat helper built into Meta's apps. Since April 2026 it runs on Meta's "Muse Spark" AI.

⚙ What it can do

Answer questions, give ideas, and explain photos ("What is this?"). It can think through harder questions in a slower mode.

☎ How your customers use it

Someone in WhatsApp or Instagram asks, "Good bakery near me for a birthday cake?"

🔍 Where its info comes from

Meta does not explain how it picks local businesses.

✓ What you can do

Keep your Facebook and Instagram business pages complete and matching your website.

Sources: [6]

✦ ChatGPT

● Does tasks

Made by: OpenAI · **Where:** Worldwide; some tools only on paid plans or in some countries.

i What it is

The best-known AI chat helper. Its "doing" tools changed in 2026: the old "ChatGPT agent" mode and the Atlas web browser were retired. Now ChatGPT Work has a "cloud browser" that can visit sites for you (paid plans, not Free or Go).

⚙ What it can do

Answer questions and compare options. In Work, open websites, click buttons and fill in forms. Book restaurant tables through OpenTable and Yelp right in the chat. It asks before visiting new sites and before big commitments.

☎ How your customers use it

"Find a dog groomer near me open Saturday," then "Book a table for two at the Italian place."

🔍 Where its info comes from

Yelp says it gives ChatGPT reviews, ratings, photos and business details. OpenTable and Yelp give restaurant openings.

✓ What you can do

Claim and fill out your Yelp page. Restaurants: use a booking system that works with ChatGPT (such as OpenTable or Yelp Guest Manager). Keep your website easy for a robot browser to use: clear buttons, no surprise pop-ups.

Sources: [7, 8, 9, 10, 11, 58]

Google Search: AI Overviews and AI Mode

● Does tasks

Made by: Google · **Where:** AI Mode worldwide; AI calling in the US.

What it is

AI answers at the top of Google Search (AI Overviews), plus a chat-style search (AI Mode).

What it can do

Find restaurant tables and send you to a booking partner to finish. In the US, "Have AI check pricing" lets Google phone several local shops (like auto repair, salons, pet groomers) to ask prices and openings, then email the customer the quotes.

How your customers use it

"Find a sushi place with a table for four tonight," or tapping "Have AI check pricing" after searching "pet groomers near me."

Where its info comes from

Booking partners such as OpenTable and SevenRooms. Google says businesses control the AI-calling feature in their Google Business Profile settings.

What you can do

Fill out your Google Business Profile: hours, services, photos, booking link. Check the AI-calling setting there. Make sure whoever answers your phone can give a price range and your next opening.

Sources: [12, 13, 14, 15]

Gemini app

● Does tasks

Made by: Google · **Where:** Worldwide; calling only for some US users.

What it is

Google's AI helper app.

What it can do

Find places and directions. Book restaurants on OpenTable. For some US users (Pixel 11 phone plus a paid Google AI plan, rolling out slowly), phone a business to ask hours or prices, or to book. Gemini says at the start of the call that it is an AI from Google, on a recorded line.

How your customers use it

"Call the dry cleaner on Main Street and ask how much to hem pants."

Where its info comes from

Google says place answers come from Google Maps.

What you can do

Keep your Google Business Profile correct. Tell staff these AI calls are real customer requests. Answer them like any customer.

Sources: [16, 17, 18]

◇ Gemini in Chrome (auto browse)

● Does tasks

Made by: Google · **Where:** US and India; paid Google AI Pro or Ultra.

i What it is

An AI helper built into the Chrome web browser. "Auto browse" lets it do multi-step jobs on websites.

⚙ What it can do

Fill a shopping cart, book a reservation, fill out long forms, order groceries. It asks before sensitive steps. The person can stop or take over.

☎ How your customers use it

"Book me a haircut at a salon near me for Saturday morning." Chrome then works through salon websites.

🔍 Where its info comes from

Live websites it visits.

✓ What you can do

Make online booking simple. Few steps. Clear button labels like "Book now." Prices and hours in plain text.

Sources: [19, 20]

🔊 Siri AI (Apple Intelligence)

● Some tasks

Made by: Apple · **Where:** iPhone, iPad, Mac (newer models); English beta from Sept 14, 2026; not at first in the EU on iPhone.

i What it is

Apple's rebuilt Siri, much more conversational than before.

⚙ What it can do

Answer almost any question, understand what is on your screen, and take actions in apps. Apple's own example: finding "the best local coffee spot in a new city."

☎ How your customers use it

"Hey Siri, who does emergency roof repair near me?"

🔍 Where its info comes from

Apple says Siri uses information from across the web. Your Apple Maps listing is managed through Apple Business. Apple does not explain how Siri picks a business.

✓ What you can do

Claim your business on Apple Maps through Apple Business. Add logo, hours, photos, and a booking button if you have one.

Sources: [21, 22]

🎯 Alexa+

● Does tasks

Made by: Amazon · **Where:** US; free with Prime; free limited chat at Alexa.com.

i What it is

Amazon's new AI version of Alexa, on Echo speakers, the Alexa app and Alexa.com.

⚙️ What it can do

Find and book services by voice or chat: restaurants (OpenTable), home services (Thumbtack, Angi, Yelp), and beauty and wellness (Vagaro, Square).

☎️ How your customers use it

"Alexa, find someone to fix my leaking faucet tomorrow."

🔍 Where its info comes from

Those partner apps. Amazon says Yelp adds reviews and local home services.

✓ What you can do

If you use Thumbtack, Angi, Yelp, Vagaro, Square or OpenTable, keep that profile, services and openings current.

Sources: [23, 24]

💎 Alexa for Shopping (formerly Rufus)

● Does tasks

Made by: Amazon · **Where:** US; Amazon app and Amazon.com.

i What it is

Amazon's shopping helper. In 2026 Amazon merged its Rufus helper into Alexa to make "Alexa for Shopping."

⚙️ What it can do

Research and compare products, track prices, and buy. For some items from other stores, "Buy for Me" can buy from that store's website for the customer.

☎️ How your customers use it

Mostly product shopping, not local services.

🔍 Where its info comes from

Amazon's store plus other stores' websites ("Shop Direct").

✓ What you can do

If you sell products online, keep product pages clear, with prices and stock. Amazon says brands can choose whether to take part in Buy for Me.

Sources: [25, 26]

Microsoft Copilot

● Does tasks

Made by: Microsoft · **Where:** Worldwide; some tools US-only or paid.

What it is

Microsoft's AI helper, in Windows, the Edge browser and the Copilot app.

What it can do

Answer questions. "Browse with Copilot" in Edge clicks and types on websites (US, Microsoft 365 Premium, rolling out). "Copilot Tasks" (test version since Feb 2026) uses its own cloud computer to browse, schedule and contact businesses. Both ask before booking or spending money.

How your customers use it

"Book a table for six at a steakhouse near me Friday."

Where its info comes from

Live websites. Yelp says Microsoft Bing uses Yelp recommendations.

What you can do

Keep a simple, working booking or contact form. Avoid pop-ups and extra steps that trip up robot browsers. Claim your Yelp page.

Sources: [27, 28, 10]

Perplexity

● Some tasks

Made by: Perplexity · **Where:** Worldwide; built into Samsung Galaxy S26 phones.

What it is

An AI "answer engine" that shows where its answers come from.

What it can do

Answer with links to sources. Find restaurants and book through OpenTable in the chat.

How your customers use it

"Best family-friendly restaurant near downtown with a table at 6?"

Where its info comes from

OpenTable for bookings. Yelp data for local suggestions (announced 2024).

What you can do

Yelp and OpenTable profiles. Clear facts on your own site that are easy to quote.

Sources: [29, 30, 39]



Comet browser

● Does tasks

Made by: Perplexity · **Where:** Free download for Mac, Windows, iPhone, Android.



What it is

A web browser with Perplexity's AI built in.



What it can do

Summarize pages, help you shop, and, on paid plans, its assistant can take actions on websites for you (a third-party review reports the free plan has no agent actions).



How your customers use it

Comparing several local service websites side by side, then asking Comet to fill in a quote form.



Where its info comes from

Live websites it visits.



What you can do

Same as other robot browsers: clear pages, plain-text prices, a short form that works.

Sources: [31, 32, 33]



Claude

● Some tasks

Made by: Anthropic · **Where:** Worldwide; Claude in Chrome on paid plans.



What it is

Anthropic's AI helper. "Claude in Chrome" is an add-on for the Chrome browser.



What it can do

Answer questions with web search. Show map results (Anthropic says these are powered by Google Maps). Claude in Chrome can read pages, click, type and fill out forms.



How your customers use it

"Compare three HVAC companies near me and fill in a quote request with the best one."



Where its info comes from

Web search; Google Maps for map results.



What you can do

Correct Google Business Profile. A clear website with an easy form.

Sources: [34, 35]

✕ Grok

● Answers

Made by: xAI · **Where:** Worldwide; on X and in the Grok app.

i What it is
xAI's AI helper.

⚙ What it can do
Answer questions using current information. xAI documents searching the web and public posts on X.

☎ How your customers use it
"Who's the best-reviewed electrician in my town?"

🔍 Where its info comes from
The web and public X posts. xAI does not explain how it picks local businesses.

✓ What you can do
Keep your site and public profiles accurate. If you use X, keep your name, area and website link consistent.

Sources: [36, 37]

☾ Samsung Galaxy AI

● Does tasks

Made by: Samsung (with Google and Perplexity) · **Where:** Galaxy S26 phones (Feb 2026) and other Galaxy models.

i What it is
Samsung's phones now come with three AI helpers: Bixby (Samsung's own), Gemini (Google) and Perplexity.

⚙ What it can do
Bixby changes phone settings. Perplexity answers web questions ("Hey Plex"). Gemini can work inside some other apps in the background, starting with booking rides; Samsung plans food delivery next.

☎ How your customers use it
Asking the phone for a nearby business, then having it add the appointment to the calendar.

🔍 Where its info comes from
Perplexity's web search powers Bixby's answers; Gemini uses Google services.

✓ What you can do
Same basics: Google listing, clear website. These phones lean on Google and Perplexity.

Sources: [38, 39, 40]

Opera Neon

● Does tasks

Made by: Opera · **Where:** Windows and Mac.

What it is

A web browser "built to act." People can also plug in their own AI helpers.



What it can do

Research, manage tabs, fill out forms and run tasks on websites (built-in agents need the paid plan). Other AI tools, like Claude or ChatGPT, can connect to it and act inside it.



How your customers use it

Mostly tech-savvy users who let an AI work through websites for them.



Where its info comes from

Live websites.



What you can do

Same as other robot browsers.

Sources: [41, 42]

DeepSeek

● Answers

Made by: DeepSeek (China) · **Where:** Free app and website.

What it is

A free AI chat helper.



What it can do

Answer questions, search the web, read uploaded files.



How your customers use it

General questions; DeepSeek does not document local booking features.



Where its info comes from

Web search (method not documented).



What you can do

Nothing special. Your clear website and listings are what any web search finds.

Sources: [43]

Mistral Vibe (formerly Le Chat)

● Some tasks

Made by: Mistral AI (France) · **Where:** Web and mobile apps.



What it is

Mistral's AI helper. Le Chat was renamed Vibe in August 2026.



What it can do

Search the web with links to sources, read pages you give it, and do multi-step work tasks with connected apps.



How your customers use it

Mostly work tasks; no local booking features documented.



Where its info comes from

Web search; news from AFP and AP.



What you can do

Clear, quotable website facts.

Sources: [44, 45]

Other and custom-built agents

- **Countless other AI helpers exist, and new ones appear every month. This guide covers only the biggest.**

- Smaller apps and industry tools: booking apps, directories and review sites (like Yelp, Thumbtack, Angi, OpenTable) now add their own AI features.

- AI web browsers: besides Comet and Opera Neon, other browsers are adding helpers that click and type on websites.

- Helpers people build themselves: anyone can make a simple custom helper. In ChatGPT, "Projects" hold instructions and files (all plans). OpenAI stopped new custom GPTs on personal accounts and is moving them to "plugins" (custom GPTs retire Dec 11, 2026). In Gemini, "skills" (free, personal accounts 18+) replace "Gems" starting November 2026.

- **The good news: they all depend on the same things. A clear website. Correct listings. The same name, address and phone everywhere. An easy way to book or ask for a quote. Do the basics in this course and you are ready for helpers that don't even exist yet.**

Sources: [46, 47, 48, 49, 50, 51]

Want to build your own helper? See the course **Bonus Lesson: Build Your Own Simple AI Helper**.

Your 10-minute checklist

- ☐ Google Business Profile: complete and correct. Check the AI-calling setting.
- ☐ Apple Maps: claim your listing (Apple Business).
- ☐ Yelp: claim your page. Update any booking app you use (OpenTable, Thumbtack, Angi, Vagaro, Square).
- ☐ Website: services, area, price ranges, hours, one clear "Book" or "Get a quote" button. All in plain words.
- ☐ Test your booking form on your phone. No dead ends.
- ☐ Tell staff: an AI may call for a customer. Treat it like any customer.
- ☐ Same name, address and phone everywhere.

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“Third-party” means a news or review site, not the company itself.

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