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FREE GUIDE

ChatGPT Business Agent: how to set up an AI agent for your business in 7 steps

OpenAI now lets eligible businesses publish their own AI agent inside ChatGPT, and the first live ones were spotted on November 16. Who can get one, the seven setup steps, the rules, and three mistakes to avoid.

WHAT THIS ADDS

The first live agent people saw answered that it had no product catalog connected. That is the lesson: the agent is only as good as the information behind it. So the useful work this week is not waiting for the builder, it is claiming your business, starting verification, and fixing your website so prices, shipping and returns are correct in plain text.

What happened

On November 10, 2026, OpenAI announced **Businesses in ChatGPT**, in beta. OpenAI says 1.2 billion people use ChatGPT each week. A business can now claim its profile there and, if it is eligible, publish a **Business Agent**: an AI agent that answers customer questions about that business inside ChatGPT.

On November 16, 2026, Barry Schwartz at Search Engine Roundtable published a first look at a live agent. He shared a post from Juozas Kaziukenas showing an agent for Chewy, the online pet store, with a blue check and a *Start chat* button. Barry also reported that when he tried it himself he saw a message saying the agent builder isn't available yet, so the rollout is slow. You may not have it today, but you can get ready today.

If you have not claimed your business yet, start with our earlier guide: How to claim your business profile in ChatGPT.

How a Business Agent works

OpenAI describes it this way: when your business shows up in a ChatGPT answer, people can click through to your profile. If you have an agent, they can choose to start a conversation with it. The agent conversation is clearly labeled, separate from the customer's original chat, and distinct from ChatGPT's own independent answers. ChatGPT stays neutral, and your agent speaks for you.

In the Chewy screenshot, hovering on the blue check says OpenAI verified that the profile is managed by an owner or authorized representative. Another note says the business can't see your chats or personal info, only overall usage trends.

Who can get one

OpenAI's help center says Business Agents are for **eligible ecommerce and online service businesses in the United States that have a website**. You also have to meet the Business Agents Policy. OpenAI says business verification alone does not guarantee an agent: it also considers your business category and what the agent is for.

Local stores and restaurants can claim their existing U.S. listing today, but the agent is not open to them yet. OpenAI says it plans to expand to more markets and categories over time.

What it can and cannot do

It can explain your products and policies and link to your website.

It cannot, according to OpenAI, complete a purchase, make a booking, or check a customer's order. It is not a checkout. Think of it as your best salesperson answering questions at the front door, then sending people to your site.

Step 1: Claim your business

Go to the **Business Hub** in ChatGPT, select **Add business**, search for your business and pick its profile. You prove it is yours in one of four ways: a text or automated call to your business phone, your business email, a record on your website domain, or your Shopify store. OpenAI reviews the claim and emails you the decision.

Step 2: Finish identity verification

OpenAI uses a company called Persona for this. You may need a government ID, business registration information and proof that you are authorized. You cannot create an agent while verification is pending or after it fails. The blue check shows up after Persona approves you.

Step 3: Open the agent in the Business tab

Open your business in the Business tab and find the agent. If you set up through Shopify, there may already be a draft agent: open it. If not, create an agent, if the option is there. You do not need Shopify to have an agent.

Step 4: Review the information the agent will use

OpenAI names two examples to review: your product details and your return policy. In the same first look, Lily Ray said the builder pulls a lot of recommendations out of your website.

Our take: before you build, fix your website. Make sure prices, shipping, returns and contact details are current and written in plain text. If your site is wrong, your agent will probably be wrong too.

If you run a store you can also connect a product feed: a Shopify feed, or a CSV file that follows OpenAI's product feed specification. OpenAI is clear that connecting a feed doesn't publish an agent and doesn't guarantee that ChatGPT recommends your products.

Step 5: Write your instructions

In the Ads Manager version of the builder, OpenAI shows two boxes.

- **Business info:** what you offer, who it is for and where it is available, with links to your product pages, privacy policy and support page.
- **Guidelines:** the tone, when the agent should ask questions, and what it should do when it can't answer.

OpenAI says to keep private business information, customer data, passwords and payment details out of both boxes.

Step 6: Test with real questions

OpenAI suggests a question like *Can I return an item I bought on sale?* Ask about the product you sell the most. Then try a test from OpenAI's own example: ask about something you have not announced, like a new color next month. A good agent should say it doesn't have a confirmed date and should not make one up. If an answer is wrong, update the information or the instructions and test again.

Step 7: Publish

Select **Publish**. Customers can only chat with a published agent. A draft does nothing for you.

Five rules from the Business Agents Policy

OpenAI published its Business Agents Policy on November 10, 2026. It applies when you create the agent and every time you update it. The five rules we think matter most:

1. The agent must be clear that it is AI representing your business. It can't appear to be a human, an independent adviser, or something endorsed by OpenAI.
2. Don't tell it to invent offerings, prices, availability, reviews, guarantees or results.
3. Don't hide fees, conditions or limits when they matter to the customer's question.
4. No pressure, no false urgency, and no pushing a sale after somebody declines.
5. Don't ask for high-risk personal information such as health details, government IDs or financial details, and no advice that legally requires a professional license.

OpenAI says it may suspend or remove an agent that breaks the policy.

Insights and ads

In the Business Hub you get insights for the past 28 days: mentions, website clicks and discovery topics. You do not get individual chats. OpenAI says it doesn't share users' conversations or Business Agent chats with businesses, and a blank metric does not mean zero.

You can also sponsor your agent and use it as the destination for a ChatGPT ad. Sponsored placements are clearly labeled, and OpenAI says advertising doesn't influence ChatGPT's independent answers. Today the agent in Business Hub and the agent in Ads Manager do not sync, so you reuse your business information and guidelines and publish again in Ads Manager. OpenAI says there is no separate charge for an agent conversation in a campaign; normal campaign billing applies.

Three mistakes to avoid

1. **Publishing an empty agent.** In the screenshot shared on November 16, the Chewy agent answered, "I don't have a live Chewy product catalog connected." Review the information and test before you publish.
2. **Thinking that claiming means more customers.** OpenAI says claiming, publishing an agent and advertising are three separate things, and claiming doesn't guarantee more visibility.
3. **Set it and forget it.** The policy says your information must be kept current. When a price or policy changes, update your website and your agent on the same day.

DO THIS

This week, claim your business in ChatGPT and start identity verification, even if you don't see the agent builder yet. Then write down the ten questions your customers ask most, with the correct answers. That list is your test on the day the builder shows up.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT API key** — no markup on it. No SMS or phone calls yet. $49/month per business, $149 Agency, and we move your contacts over for you.

Fynl.io does the busywork around a change like this in plain words: you say what you want, and the AI drafts your return policy, your top ten customer answers and your product page copy using your own Claude or ChatGPT API key, with no markup on top.

Sources

- OpenAI: Introducing Businesses in ChatGPT (November 10, 2026) — https://openai.com/index/introducing-businesses-chatgpt/
- OpenAI Help Center: Setting up your business on ChatGPT — https://help.openai.com/en/articles/20001635-setting-up-your-business-on-chatgpt
- OpenAI: Business Agents Policy (updated November 10, 2026) — https://openai.com/policies/business-agents-policy/
- OpenAI Help Center: Setting up a Sponsored Business Agent in Ads Manager — https://help.openai.com/en/articles/20001651-setting-up-a-sponsored-business-agent-in-ads-manager

- Search Engine Roundtable: first look at ChatGPT Business Agents (November 16, 2026) — https://www.seroundtable.com/openai-chatgpt-business-agent-42536.html