

# GOOGLE BUSINESS PROFILE

NEW AI FEATURES

JULY 2025





# AUTOMATED CALLING AI FEATURE

## OVERVIEW

**Google may contact your business on behalf of customers who use Google Search or Maps to request information or services.** These calls are made through an automated system to help complete the requests made by customers, such as booking appointments or confirming service details.

The service is free for both businesses and customers. The calls are monitored and recorded for quality assurance purposes, ensuring that the process is smooth and reliable.

## AVAILABLE CUSTOMER ACTIONS GOOGLE MAY CALL FOR:

1. **Book Appointments:** Customers can ask Google to book appointments, specifying details such as preferred time, service type, and party size. Once confirmed, Google calls the business to complete the booking.
2. **Check Restaurant Wait Times:** Google may call restaurants to check table wait times and share that information with customers.
3. **Confirm Price and Availability:** Google can call businesses to confirm service pricing and availability. The customer receives quotes via email, potentially including your business if you share the required information with Google.

## FEATURE AVAILABILITY & TIMING:

- These automated calls are currently available in the United States, but with the exception of certain states (Indiana, Louisiana, Minnesota, Montana, and Nebraska are excluded).
- Google ensures that calls are made at reasonable hours and avoids calling businesses late at night or early morning.



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## **OPTING OUT:**

If you prefer not to receive these automated calls, you can either:

**1. Tell Google over the phone**

- a. When Google calls your business, you can tell them you don't want to receive any more calls.
- b. For example, you can say: "Please remove my business from your list," or "Please stop calling my business."

**2. Change your business profile settings**

- a. Go to your Business Profile.
- b. Select More > Business Profile settings > Advanced settings.
- c. Under "Google automated calls and text messages," you can turn these features on or off:
  - i. Bookings and inquiries from customers
  - ii. Keep your profile up to date
  - iii. Post to your profile on your behalf

**3. Opt out of calls to map your phone tree**

- a. If Google called your business to map out your phone tree, you can opt out of these calls in the future. Call +1-650-206-5555 and leave a voicemail with your business name and phone number, and tell us that you want to opt out of future calls to map the phone tree for your business.

***Important note: Gemini recommends keeping these features enabled at this time. If you would like to opt out for any reason, please let us know, and we'd be happy to discuss this further.***