Verified “Business Agents” in ChatGPT: when an AI speaks for a brand

10 November 2026 · 5 min read · blogs.iictp.org/chatgpt-verified-business-agents-trust

The Verge reports that ChatGPT will let people chat with verified “Business Agents” that represent a brand, for tasks such as comparison shopping. It is launching in beta.

TL;DR The short version

- ChatGPT is launching verified 'Business Agents' in beta, letting people chat with an AI that represents a brand, first for eligible US e-commerce and online-service businesses.
- 'Verified' matters because customers need to know the company really stands behind what the agent says.
- Decide what the agent may commit to, such as prices or refunds, ground it in current data, and define when it hands over to a human.

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What was reported

- The feature is available first to “eligible” e-commerce and online-service businesses in the US, as part of a set of business-focused features announced on 10 November.
- A user can talk to a Business Agent when a business has set one up.

Why “verified” is the important word

When an AI answers on behalf of a company, the customer needs to know that the company really stands behind it. Verification is how a brand’s answers become something the brand can be held to: a price quoted, a return policy stated, a promise made.

If your company is considering one

- Decide what the agent may commit to, such as prices, refunds or delivery dates, and what must go to a human.
- Ground it in your own current data, and decide what it says when it does not know.
- Review a sample of its conversations on a schedule, and keep the records.
- Check the legal position on statements made by an automated agent in the markets where you sell.
- Make it easy for a customer to reach a person.

Facts in this post were read from the sources listed below on 10 November 2026; this is a developing story or product and details may have changed since.

Sources and further reading

1. The Verge. ChatGPT is getting verified AI ‘Business Agents’. 10 November 2026. theverge.com/ai-artificial-intelligence/1030552/openai-chatgpt-business-agents-hub

Published by IICTP, an independent technical credential body, on 10 November 2026. The current version of this post is at https://blogs.iictp.org/chatgpt-verified-business-agents-trust. More guides: blogs.iictp.org.