bizplug

Be found.
Then be chosen.

Your business in ChatGPT and Claude: what a business profile does, and why a plug-in does more.

THE SHIFT

Customers now ask an assistant, not a search box

“Where can I get a good coffee near me?”

“Which gym has a trial class on Saturday?”

“Can someone fix a leaking tap this week?”

The assistant answers in one reply. Two things decide whether that reply helps your business: are your facts right, and can the customer act on them.

PART 1 · US BUSINESSES

A business profile in ChatGPT

On November 10, 2026, OpenAI launched Businesses in ChatGPT, in beta. A business claims its profile in Business Hub and keeps its own details up to date.

Claim

Verify with OpenAI that the business is yours. Only the owner can do this step.

Maintain

Keep hours, products, services and prices current in one place.

See insights

Business Hub reports mentions and website clicks from ChatGPT.

Source: OpenAI, “Introducing Businesses in ChatGPT”, November 10, 2026.

PART 1 · US BUSINESSES

What the profile is worth to you

- ✓ **Your facts, from you.** When ChatGPT mentions your business, the hours, services and prices are the ones you entered.
- ✓ **Fewer wrong answers.** A customer is not sent to a closed door or quoted last year's price.
- ✓ **You can see it working.** Mentions and website clicks, reported by OpenAI.
- ✓ **It costs nothing with BizPlug.** We prepare your details and walk you through the claim.

An honest limit: OpenAI says claiming a profile does not guarantee placement. A profile makes the answer accurate; it does not decide whether you are recommended.

PART 1 · US BUSINESSES

Free profile setup from BizPlug

1. Tell us about your business

A couple of minutes on the form at bizplug.ai/get-started.

2. We prepare your details

Name, hours, services, location and contact, structured for your industry.

3. You claim and verify

We send step-by-step instructions. Verification with OpenAI is yours.

$0 No credit card. Available to businesses located in the United States, for now.

THE GAP

A profile gets you found. It does not get the job done.

The customer still has to leave the chat, find your site or phone you, and start again. And outside the United States, there is no free profile setup to begin with.

PART 2 · ANY BUSINESS, ANY COUNTRY

Assistants can now connect to your business

ChatGPT plug-ins

Plug-ins in ChatGPT are built on MCP servers. A plug-in gives ChatGPT tools it can use for the customer, beyond reading a profile.

Claude connectors

Claude connects to outside services through connectors. A custom connector is a remote MCP server, added by its web address.

Both use the same open standard: the Model Context Protocol (MCP). A business that is reachable over MCP can be reached by more than one assistant.

Sources: OpenAI developer documentation on plug-ins; Anthropic documentation on connectors.

PART 2 · ANY BUSINESS, ANY COUNTRY

What a BizPlug plug-in does

- ✓ **Answers from your own details.** Hours, services, menu, prices and location come from your business profile, not a guess.
- ✓ **Does the main job of your business.** An order, a booking or a quote request, started in the chat.
- ✓ **Sends it to your team.** Each request arrives with a reference. You confirm it and take payment your usual way.
- ✓ **Built for your industry.** One standard plug-in for each of 80 industries.

Each plug-in is an MCP server hosted and maintained by BizPlug on bizplug.ai.

PART 2 · ANY BUSINESS, ANY COUNTRY

From a question to a customer action

Find the menu

“What's on the menu today?”

✓ Answered from your profile

Order a coffee

“A flat white, pickup at 8.”

✓ Order sent to the business

Book a trial class

“Trial class, Saturday at 10?”

✓ Booking request sent to the business

The customer never leaves the conversation. Your team receives a request it can confirm, instead of a visitor it has to win twice.

Examples are illustrations. The plug-in passes requests to the business; it does not confirm or take payment.

SIDE BY SIDE

Profile and plug-in do different jobs

	Business profile in ChatGPT	BizPlug plug-in
Who can get it	US businesses, for now	Businesses in any country
What it gives the customer	Accurate facts about you	Facts, plus a way to order, book or ask for a quote
What you receive	Mentions and clicks, as insights	Requests sent to your team to confirm
Built on	OpenAI's Business Hub	MCP, the standard behind ChatGPT plug-ins and Claude connectors
Price	$0 setup with BizPlug	$24.99 a month or $199 a year

WHY THE PLUG-IN MATTERS MORE

Three reasons, wherever you are

It works everywhere

The free profile setup is US-only today. The plug-in is available to a business in any country.

It ends in an action

Being mentioned is the start. An order, a booking or a quote request is what reaches your team.

It is not tied to one assistant

It is built on MCP, the open standard used by ChatGPT plug-ins and Claude connectors alike.

US businesses can have both: the free profile to be accurate, and the plug-in to be useful.

GOING FURTHER

Connect the plug-in to the systems you run

The standard plug-in works from your business profile. An integration connects it to software you already use, such as a booking system, a point of sale or a CRM.

- ✓ Integration work is done by independent BizPlug partners.
- ✓ It is quoted separately, and consulting fees may apply.
- ✓ You agree the price with the partner before any work starts.
- ✓ You never need an integration to use the plug-in.

See bizplug.ai/integrations and bizplug.ai/partners.

PRICING

Free to start. One simple add-on.

Business profile setup

$0 for US businesses

We prepare your details for ChatGPT's Business Hub and walk you through claiming your profile. No credit card.

BizPlug plug-in

$24.99 /month, or $199/year

The standard plug-in for your industry, for a business in any country. In US dollars. The monthly plan can be cancelled at any time.

Plug-in plans are paid through Stripe after we confirm your plan with you. The plan covers the standard plug-in; integrating it with other systems and APIs is separate work, and consulting fees may apply.

bizplug

Plug AI into your business.

bizplug.ai/get-started

info@bizplug.ai

BizPlug is independent and is not affiliated with OpenAI or Anthropic. ChatGPT is a trademark of OpenAI. Claude is a trademark of Anthropic. Features of ChatGPT and Claude are described as documented by their makers in November 2026 and may change.