SMALL BUSINESS Websites & Search

WR021 · TODAY'S HEADLINE

Google Maps can now call your business to find a customer an open appointment.

> "Find me a 4 p.m. nail appointment near me.

That's the example Google gave on Nov 16 for **Ask Maps**, the AI chat inside Google Maps. Ask Maps can now look for beauty, pet care, auto and home repair appointments online and **call local businesses for the customer**. Then it shows them open times nearby, so they can pick where to book. It started rolling out that day on Android and iPhone, in the U.S. first. [1][3]

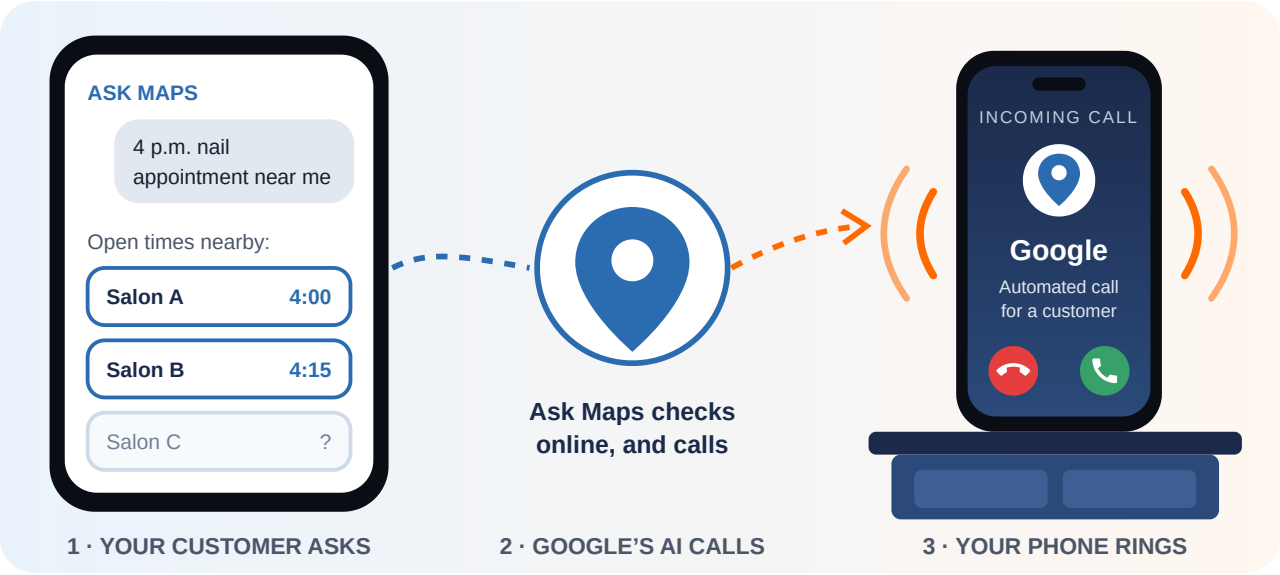


Illustration of what Google describes. How Ask Maps picks which businesses to call isn't stated. [1][3]

Beauty · **Pet care** · **Auto** · **Home repair**

The four kinds of appointments Google named. U.S. first, more regions "coming soon," no date given. [1]

That robot on the line might be a customer.

Google's Business Profile help page says Google may call your business when a customer uses Search or Maps to book an appointment or check a price, and it costs neither of you anything. [2] The calls are automated, and they're monitored and recorded. Google says it avoids calling late at night or early in the morning, and a real Google call won't ask for money, a card number or a password. [2]

If spam calls drive you nuts, it's tempting to switch Google's calls off. For a salon, a groomer, an auto shop or a home repair business, that call might be a customer who wants in, right? That's my read, not Google's.

THE SETTING GOOGLE POINTS TO

In your Business Profile: `More › Business Profile settings › Advanced settings`. Under "Google automated calls and text messages" there's a switch called **"Bookings and inquiries from customers."** Your profile has to be verified to change it. [2]



WHAT GOOGLE HASN'T SAID

Google's Ask Maps post doesn't say whether these calls follow that switch, or how it picks businesses. [3] The help page says these calls work in every U.S. state except Indiana, Louisiana, Minnesota, Montana and Nebraska; whether that holds for these new calls isn't stated. [2][3] Use an online booking service? Google may book through it instead. [2]

So this week, look at where your switch sits and leave it there on purpose. Then tell whoever answers your phone that a call from Google can be a customer, not a sales pitch.

The voice is a robot. The appointment is a real person.

WatchLocal score: 90 out of 100. This is how I rate this story: how solid the proof is (45), how much it touches getting found (30), and how much it changes what an owner should do (25).

Sources

[1] Maz Khorasani, Google, "New Ask Maps features to help with holiday travel and prep," Nov 16, 2026 blog.google

[2] Google Business Profile Help, "About automated calls and texts from Google to your business," read Nov 17, 2026 support.google.com/business/answer/7690269

[3] Matt G. Southern, Search Engine Journal, "Google's Ask Maps Starts Finding Appointments & Calling Businesses," Nov 16, 2026 searchenginejournal.com

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No client is named here, ever.
My read of the evidence, not a promise of any result.