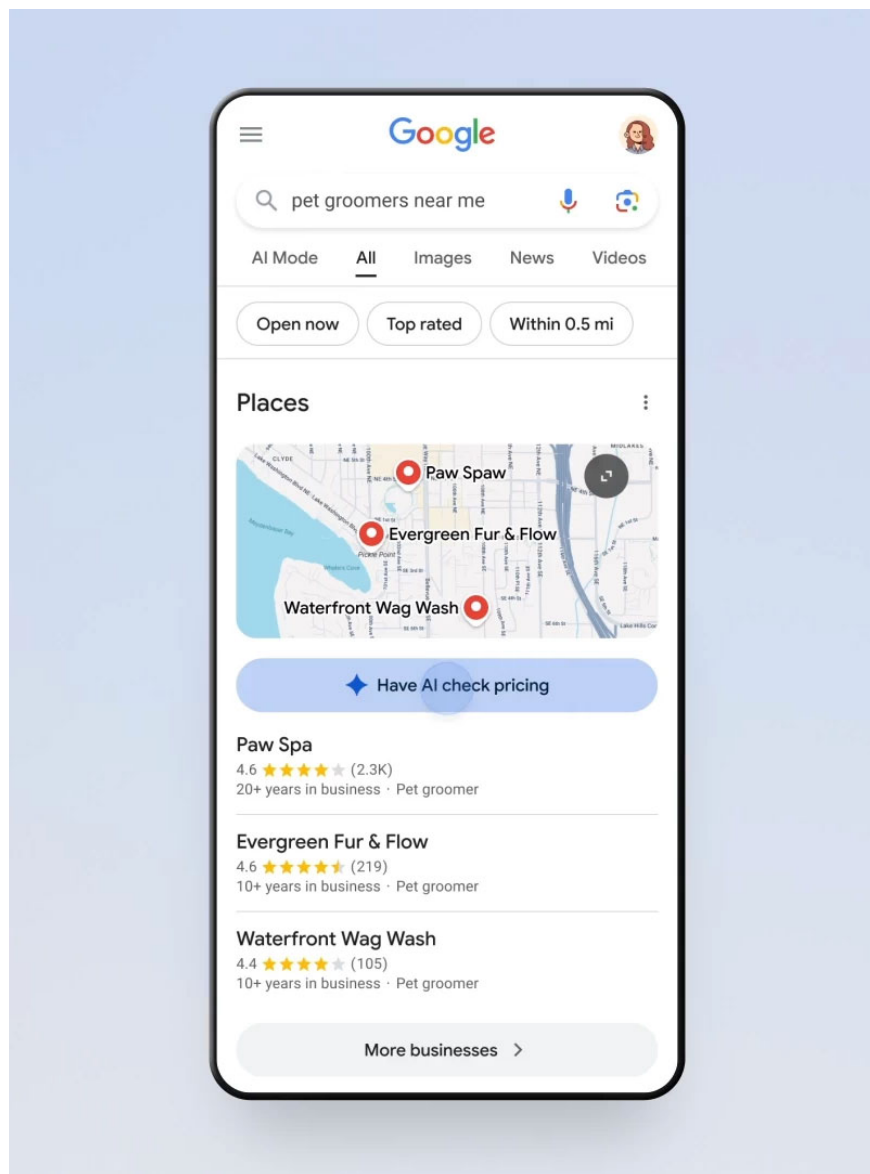


# Google Search Can Now Make Phone Calls Using AI on Your Behalf

The feature is currently rolling out in the US, but users who subscribe to Google AI Pro and AI Ultra will have higher limits.

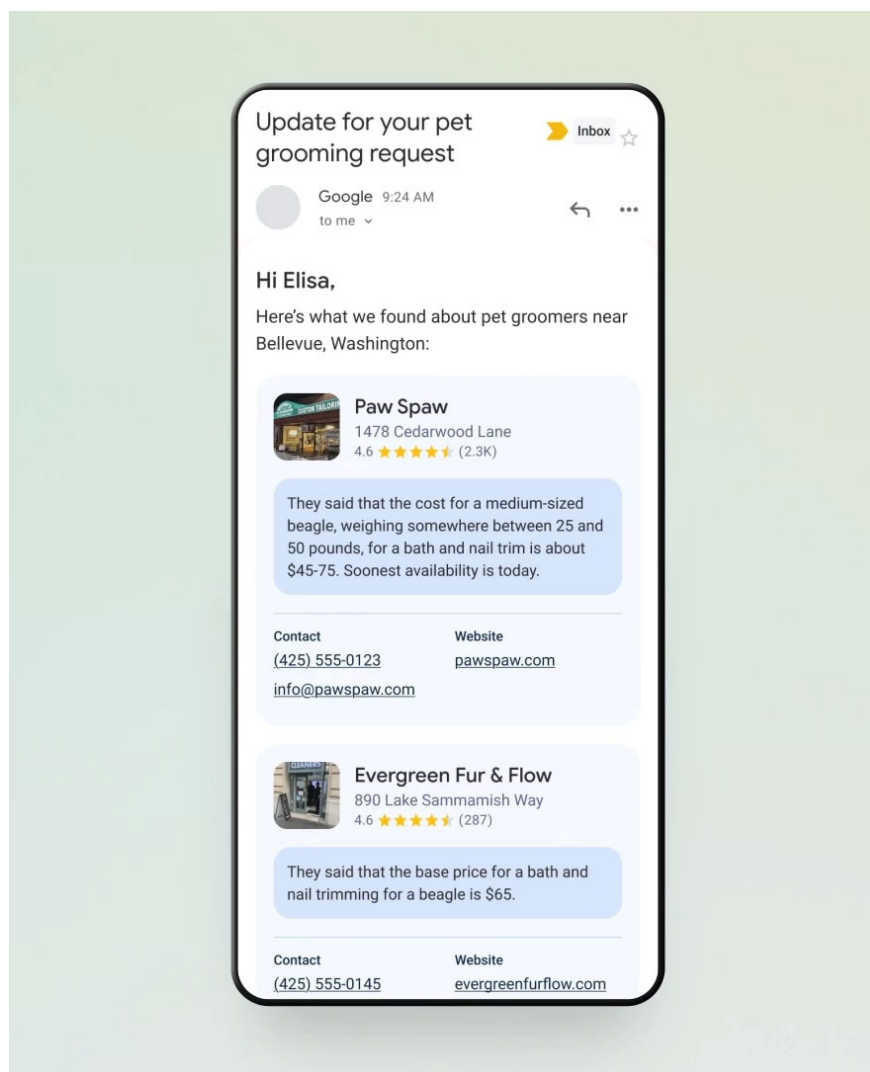
Google introduced a technology called AI Duplex a few years ago that didn't get much attention, but it's basically a very useful feature when used properly. AI Duplex showed how an AI assistant could make real calls to businesses on behalf of users with a natural, human-like voice. The feature works through Google Assistant, and is available on Pixel phones, iOS devices, and non-Google smartphones.

In its latest update, the search giant announced that it is rolling out similar capabilities to Google Search. This automated artificial intelligence (AI) feature will be able to call local businesses on your behalf to get pricing and availability information – without requiring you to pick up the phone.



*You'll see a new "Have AI check pricing" option in search results when searching for specific needs like pet care or laundry. After filling out the required information via a form and submitting a request, Google Search will contact different businesses to compile information about appointments and services.*

For example, you search for "pet groomers near me." Google Search will ask you to enter details like the type of pet (cat/dog), breed, services needed, and preferred hours. You can choose to receive updates via SMS or email.



The feature is currently being tested in the US, but users with Google AI Pro and AI Ultra subscriptions will have higher limits. Google makes it clear on its support page that robocalls are recorded and monitored for quality. Businesses can opt out of receiving robocalls from Google.

In parallel, Google also announced a number of other AI updates for AI Pro/AI Ultra subscribers:

1. Gemini 2.5 Pro support in AI Mode (appears in dropdown menu)
2. This upgraded version (released earlier this year) has advanced reasoning, math, and encryption capabilities to handle complex queries.
3. Built-in AI mode Deep Search, providing detailed feedback and in-depth research on topics

Google says Deep Search can help you 'save hours by performing hundreds of searches, reasoning through disparate information, and generating comprehensive reports with full citations in minutes.'

The new features will be available to AI Pro/Ultra users who have participated in the AI Mode test *in* Search Labs.

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