ChatGPT business agents give PMs a new customer-facing surface to own

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OpenAI's Businesses in ChatGPT beta puts brand agents inside ChatGPT. Also: teams speeding up delivery with AI are reworking UX handoffs, eval and research tactics are getting leaner, and PM jobs are concentrating in the Bay Area.

Businesses in ChatGPT: an agent talks to your customers on OpenAI's platform

Mind the Product's Now Shipping covered OpenAI's beta, launched November 10. Any business can claim a verified profile, and businesses that sell can add a feed with current pricing and availability. Shopify merchants can connect through Shopify Catalog [1]. A user who opens a business's profile can start a separate, labeled chat with that business's agent. The agent answers from guidelines and product and policy information the business supplies [1]. At launch, agents are limited to eligible US e-commerce and online-service businesses [1]. Businesses can also sponsor their agent as a destination for ChatGPT ads [1].

The host argues the agent is a product experience and shouldn't be handed to marketing by default. Product should decide what the agent can promise on price and availability, what it says when it doesn't know, and when it passes a customer to a person [1]. There is currently no handoff to a human [1]. Measurement is limited. Businesses see mentions, clicks and "discovery topics," but not individual conversations, and clicks don't confirm website visits or conversions [1]. The host's practical steps: - Ask ChatGPT five questions a buyer would ask about your product, record which answers are wrong, and repeat the check in a few weeks [1]. - Keep catalog, pricing and policy facts clean and portable, because the hub has no described export [1]. - Check that your on-site support bot and the ChatGPT agent give the same answers [1].

The same day, Reddit launched AI-summarized reviews for about 10,000 products, and businesses can't pay to be featured there. The result is one channel where you can pay for presence and one where you can only earn it [1].

UX is becoming the bottleneck in AI-accelerated delivery

In r/ProductManagement, a product leader said engineering and product teams using AI now see UX as the bottleneck. The org is date-sensitive and historically finished designs to 100% before handoff [2]. Their proposal: the PM generates reference UI from the design system, UX and engineering agree the workflow, and then both work in parallel instead of in sequence [2]. One lead designer says their team designs all features with AI, using a tokenized design system plus quality "skills," and tracks every feature for impact [3]. Others push back. Experienced designers still need to steer AI prototypes [4], and setting up an agentic SDLC is complex and costly [5].

Leaner evals and research loops

- **Evals:** Aakash Gupta quotes Cat Wu, who ran product for Claude Code and now leads core product at OpenAI: 10 great evals matter more than hundreds. Once the goal is quantified, evals show the team what's missing [6].
- **Customer research at scale:** Former Bolt CPO Greg Greiner contacts users where they drop off and asks one question rather than sending a survey, which he says gets up to 40% response rates. He uses AI to resolve simple concerns. In client work, conversion rose from 13% to 18% for users who got an AI follow-up versus a holdout [7].

PM jobs are concentrating in the Bay Area

Lenny Rachitsky reports that one in four open PM and design roles is in the Bay Area. That share has nearly doubled since 2022 [8]. Only 14% of tech roles offer a remote option, a record low, while PM is steady at about 21% [8]. Bay Area PM, engineering and design openings have now overtaken remote roles worldwide [8]. On Reddit, a final-year CS student with a PM internship got no interviews from 50+ applications [9], and a PM with two years' experience said they weren't getting calls either [10]. A hiring manager for product marketing roles said AI came up in every interview over the past 12–16 months, specifically Claude, ChatGPT, Claude Code and Codex [11].

Briefly

- **PMF keeps moving:** In an interview, Hunter Walk agreed that product-market fit is something you keep rediscovering rather than a single event [12]. He also warned that fund-return pressure leads investors to push

founders unnaturally fast in years when they should be figuring out what the company is [12].

- **Paytm UX:** A UPI payment entered without connectivity confirmed later, after the user had already paid again, so the user was charged twice. The poster's suggested fixes: an immediate no-internet notice, a clear pending state and a duplicate-payment warning [13].
- **AI-built code costs time:** One builder said a Codex task meant to take an afternoon took three days, two and a half of them spent fixing bugs and security issues it introduced [14]. Another shared a 30-minute prelaunch checklist: search JS bundles and git history for keys, rate-limit routes that call paid APIs, and test every route without auth [15].
- **API economics:** April Underwood wonders how Google is coping with Gmail and Calendar API requests that she presumes will spike, many of them more expensive than Google's own apps support [16].
- **Re-org limbo:** A PM at a company moving all product under one central leadership says many PMs are now competing for a limited set of projects [17].

Sources

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