

A GUIDE TO UNDERSTANDING AND RECOMMENDING

When AI recommends, *be the name it gives.*

Why ChatGPT and other assistants recommend some businesses and ignore others. And what we do to put your clients, or those in your network, on the right side.

Your customers no longer just search on Google. They ask an AI.

For twenty years, people typed a few words into Google and scrolled through a page of links. Today, many ask ChatGPT, Perplexity, Claude or Gemini instead. The assistant does not give ten links: it answers with two or three names.

YESTERDAY · SEARCH ENGINE

“physiotherapist Lausanne”



Ten links or more. The customer compares, clicks and makes up their own mind. Being on page 1 was enough to be seen.

TODAY · AI ASSISTANT

“Find me a physio in Lausanne with space this week, and show their prices”

Practice A · session CHF 120 · online booking

Practice B · session CHF 110 · free on Thursday

Two or three names, already chosen. The other practices do not exist in the answer.

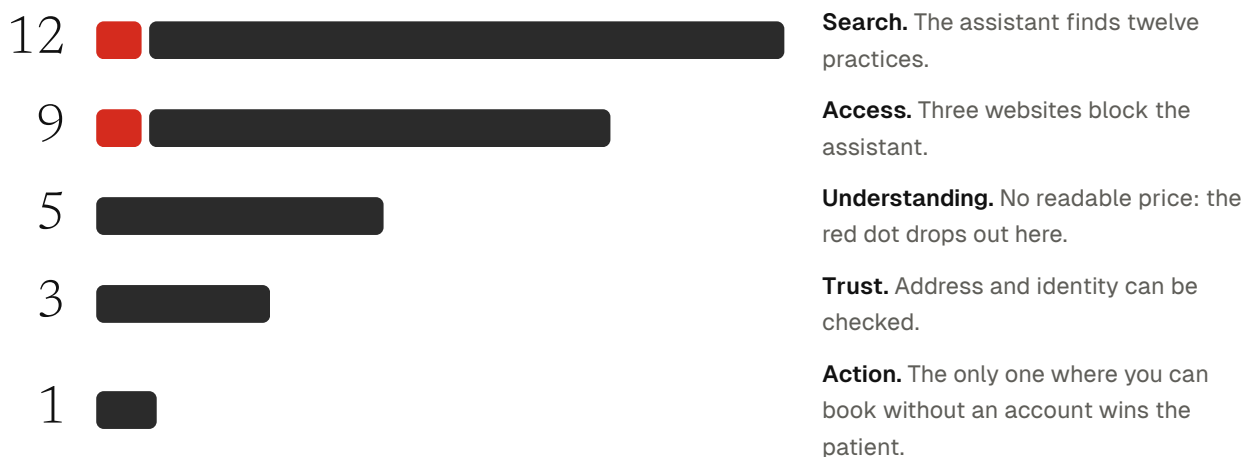
Think of the concierge at a grand hotel. A guest asks for a good restaurant: the concierge gives two places they know, understand and trust. For millions of people, the AI assistant has become that concierge.

And soon this concierge will do more than advise. Assistants are starting to **act** for their users: booking an appointment, asking for a quote, placing an order. A business the assistant cannot read can be neither recommended nor chosen.

The key point. Most businesses do not know whether they are being recommended. They only see that some customers never arrive, without knowing why.

An AI assistant sorts, filters out, and keeps only what it understands.

Here is what happens to an ordinary request. The red dot is a business whose website looks great to a human, but whose prices are in a PDF.



Illustrative example of a typical request. The numbers vary by trade and by town.

The four most common causes, in plain language

The door is locked

The website is protected against bots, and this protection also blocks the assistant acting for a real customer.

The shop window is empty

The content only appears after a program (JavaScript) has loaded. The assistant often reads a blank page.

No price tag

Prices are in a PDF, an image or "on request". The assistant prefers a competitor that shows a price.

No ID card, no button

No address, no UID number, no way to book without creating an account. The assistant can neither trust nor take action.

None of these problems can be seen with the naked eye. Your website can be attractive, fast and well ranked on Google, and still be invisible to an AI assistant.

We measure what AI sees of your business, then we fix what is blocking it.

MEASURE

AI Agent Score

A score out of 100 in under a minute, across five areas, with fixes ranked by impact.

TEST

Simulated purchase test

AI assistants really try to book, ask for a quote or buy from you.

MONITOR

Monthly monitoring

Every month, your customers' questions put to the assistants, in French and German.

FIX

Implementation

We make the changes with you or your web provider.

What you receive: a practical report, not jargon

Example · fictitious practice

58

out of 100

Allow booking without an account	+14 points · 2 h
Show prices as text, not in a PDF	+9 points · 1 h
Let AI assistants through the website's protection	+7 points · 30 min
Show the address and UID number	+4 points · 15 min

Our services

SERVICE	FOR WHOM	PRICE
AI Agent Score	Any business that wants to know where it stands	Free
Full report	Businesses that want to see what ChatGPT, Claude, Perplexity, Gemini and Grok say about their trade	CHF 399
Simulated purchase test early access	Businesses that rely on bookings, quotes or online sales	CHF 1'450
Recommendation monitoring early access	Businesses that want to know each month whether they are chosen, and against whom	CHF 190 / month
Agent-ready storefront	Catalogues and complex websites (waiting list)	CHF 290 / month

Prices in CHF, VAT not applicable. Support and fixes quoted on request.

One extra customer a month can be enough to pay for the whole year.

A worked example with cautious assumptions for a service SME. Our website offers the same calculation with your own figures.

New customers per month, all channels	20
Average value of a customer	CHF 1'200
Share of customers who consult an AI before choosing	12 %
Increase in recommendations after fixes	+60 %
First-year cost	CHF 3'730



Calculation: $20 \times 12 \text{ months} \times 12 \% \times 60 \% = 17.3$ customers; $\times \text{CHF } 1'200 = \text{CHF } 20'736$. Cost: simulated test CHF 1'450 + monitoring $12 \times \text{CHF } 190$. An indicative estimate based on assumptions, not a guaranteed result. Monthly monitoring then measures the real effect.

Why act now. The share of customers who go through an AI is growing. The businesses that fix things early are the ones assistants get used to naming.

What we offer, and what you rarely find elsewhere.

A free, instant and transparent score

A score in under a minute, on a public scale of five areas and three caps. No “diagnosis on request”.

Designed for French-speaking Switzerland

Prices in CHF, analysis in French and German, Swiss criteria: UID number, address, nFADP.

From click to customer

Twenty years of CRM and automation (Nespresso, 30 markets): we turn visits from AI into booked, followed-up appointments.

We test action, not just visibility

Being mentioned is not enough: we check that an assistant can book, ask for a quote or order from you.

Public prices, small amounts

From CHF 190 per month, cancel any time. No opaque five-figure package to get started.

A local team

Based in Lutry, easy to reach, and making the fixes with you or your provider.

How we compare with other solutions on the market

	RECOMMANDIA	INTERNATIONAL TRACKING TOOLS	SEO / “GEO” AGENCIES
Free score, open to all	Yes, instant	Limited trial	On request
Booking or quote test by an assistant	Yes	No	Rarely
Public prices in Swiss francs	Yes	Often in USD or EUR	Often quoted on request
French and German, Swiss criteria	Yes	Often in English	Varies
Fixes done for you	Yes	Reports only	Yes
Monthly recommendation monitoring	CHF 190 / month	Yes	Varies
Link to CRM and conversion	Yes	No	Rarely

Comparison made in October 2026 based on offers published by tracking tools (for example those that measure mentions in ChatGPT) and by agencies active in Switzerland. Offers change; each provider may offer services that are not published.

You probably know a business that is losing customers without knowing it.

Think of the businesses around you whose customers compare several options before choosing.

Online shops and retail chains

Hotels, spas and restaurants

Destinations and tourist activities

Ski lifts and thermal baths

Watches, fashion and beauty

Wineries, chocolatiers and delicatessens

Private clinics with online booking

Schools with online enrolment

Three signs a business should take the test

1. Its prices are “on request” or in a PDF. 2. You cannot buy or book online without creating an account or phoning. 3. It does not know what ChatGPT says when someone searches for its trade in its town.

THE MESSAGE TO FORWARD, AS IT IS

“Did you know your customers now ask ChatGPT who to choose? RecommandIA, in Lutry, tells you for free in one minute whether these assistants can read your website, and what to fix first. Worth a try.”

Key terms, without the jargon

AI assistant

A program such as ChatGPT, Perplexity, Claude or Gemini that you ask questions in everyday language.

Bots and bot protection

Assistants read websites using automated programs. Some websites block them without realising it.

Structured data

A hidden “ID card” in the website that tells a machine clearly: who, where, what, and at what price.

JavaScript

A program that displays part of the website after the page loads. Anything shown only this way is often invisible to an assistant.

Take the free test

www.recommandia.ch

Melanie Galpin, Managing Director

info@mymonkeybuzz.com · +41 76 477 31 30

My Monkey Buzz SA, Lutry · UID CHE-417.727.124