

Small Business Partner (SBP) Launches Front Desk, an AI Employee That Answers the Phone for Small Businesses

Front Desk is available now to businesses in the United States, with a limited first cohort in Michigan onboarded personally by the SBP team.

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“

A large company never misses a call. A small business misses them all day, and it is not because they do not care. It is because one person cannot be on the phone, at the desk and doing the work.”

Christian Sunday

LLC today announced the launch of [Front Desk, an AI employee built for small businesses](#). It answers every call, WhatsApp message and web chat, books the appointment, captures the lead, and hands the conversation to a person when a question needs one.

The company is opening a limited first cohort to Michigan businesses, each onboarded by hand, and will present the product to members of the [Michigan Chamber of Commerce this week](#).

The gap AI is opening between large and small

businesses

Artificial intelligence has moved quickly out of technology companies and into everyday business operations: customer service, marketing, research, forecasting and day to day decisions. The ability to benefit from it has not spread evenly.

Large corporations have technology teams, budgets and data specialists, and can afford to experiment and be wrong. A nine-person clinic cannot. It has to work out on its own which tools matter, implement them without help, and find out afterwards whether the money was well spent.

Research published by the U.S. Chamber of Commerce found that 58 percent of small businesses used generative AI in 2025, up from 40 percent in 2024 and 23 percent in 2023, which the Chamber describes as the fastest technology uptake it has tracked since social media. Adoption is no longer the open question. Whether it produces anything is.

A large company never misses a call. A small business misses them all day, and it is not because they do not care. It is because one person cannot be on the phone, at the desk and doing the work at the same time. Large companies solved that with call centres and headcount. We wanted to put the same capability on a small business budget.

Christian Sunday, Chief Technology Officer, Small Business Partner LLC

What Front Desk does

A full-time front desk covers roughly 40 of the 168 hours in a week. Industry benchmarks put the share of small business calls that go unanswered at somewhere between a third and well over half, depending on the sector and how it is counted. Front Desk is built to cover the rest.

It runs on the phone number, calendar and customer records a business already uses, and works across voice, WhatsApp and web chat as one employee with a single memory of the business rather than three disconnected tools. It answers only from a knowledge base the business owns and edits, which is what stops it inventing a price or a policy, and it is designed to be live inside ten working days.

Practical adoption, not adoption for its own sake

New AI platforms arrive every week, and for an owner already managing sales, staff, customers and cash, working out which of them matters is a job in itself.

SBP argues for the opposite of adopting a technology because it is trending: identify the business problem, find where AI can create value, implement the right solution, and measure the outcome.

That approach is why the company pairs technology with people. Alongside Front Desk, SBP provides AI training and coaching, competitive and market analysis, funding navigation and access to a mentor network, on the view that closing the gap is not simply a matter of handing

The graphic is a promotional poster for SBP's Front Desk AI. It features a woman smiling while talking on a phone. The SBP logo is in the top left. The main headline reads: 'Small Business Partner (SBP) Launches Front Desk, an AI Employee That Answers the Phone for Small Businesses'. Below this are four icons with labels: 'Answers Calls', 'Captures Messages', 'Schedules Appointments', and 'Delivers Great Experiences'. A speech bubble from the AI says: 'Hi, thanks for calling! How can I help you today?'. At the bottom left, a dark blue box says: 'Your calls. Your clients. Handled by AI. Backed by SBP.' At the bottom right, a green box with an AI chip icon says: 'Smart technology. Real people. Better business.' The bottom of the graphic has the text: 'Small Business Partner Launches Front Desk, an AI Employee That Answers the Phone for Small Businesses'.

SBP Small Business Partner

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Answers Calls Captures Messages Schedules Appointments Delivers Great Experiences

Hi, thanks for calling! How can I help you today?

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Smart technology. Real people. Better business.

Small Business Partner Launches Front Desk, an AI Employee That Answers the Phone for Small Businesses

entrepreneurs more software.

Built to be supervised

Because the product speaks to customers directly, SBP has put the controls at the centre of it. Front Desk starts with no write access, queues anything irreversible for a person, records every call and message word for word, and gives the business a switch that routes new calls straight back to its own team.

Asked directly whether it is a person, it says that it is not and offers to put the caller through. That behaviour is not configurable, by the customer or by SBP.

The framing that matters is AI assisted, not AI in charge. Nobody is being replaced. A receptionist stops answering the phone and starts doing the work she was hired for, and the AI takes the hours nobody was covering. We would rather tell a business what this will not do than be caught out later on something we implied. Christian Sunday, Chief Technology Officer, Small Business Partner LLC

Availability

Front Desk is available now to businesses in the United States, with a limited first cohort in Michigan onboarded personally by the SBP team. Priority sectors include medical and dental practices, law and accounting firms, real estate agencies, trades and home services. Businesses can arrange a demonstration and hear the product answer a live call through sbpsme.ai.

About Small Business Partner LLC

Small Business Partner LLC is an advisory firm working with American small businesses on AI training and coaching, competitive and market analysis, funding navigation and mentorship, and the developer of SBP Workforce Front Desk. The company is registered in the State of Michigan, is a Microsoft Partner and an AWS Partner, and is a member of the Michigan Chamber of Commerce. It is based in Grand Rapids, Michigan.

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