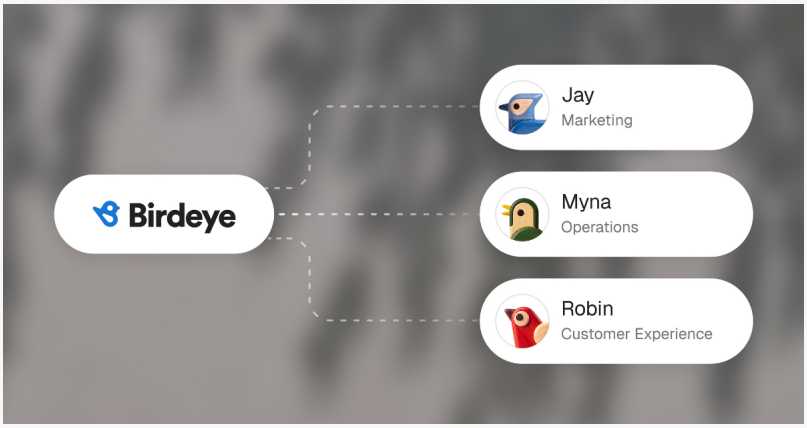
Birdeye Launches AI Coworkers for Multi-Location Brands

Jay, Myna, and Robin orchestrate 27 AI agents to win AI visibility, book appointments, and drive consistent customer experience across every location.



PALO ALTO, CA, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Birdeye, the AI platform for multi-location brands, today launched three AI Coworkers at its annual conference, Birdeye View. Jay runs marketing, Myna runs operations and Robin runs customer experience. Each owns a business function and manages a team of AI agents to deliver outcomes.

Together, the coworkers orchestrate 27 AI agents to win AI visibility, book appointments, and drive consistent customer experience at every location. They create content, respond to reviews, optimize listings, publish social content, handle front-desk calls, and close the loop on customer feedback. Humans set the guardrails and decide where approvals are needed; the coworkers get the job done.

> The differentiation isn't the model. Every vendor has the same models. It's context: your location, your customer, your brand, your workflow."
>
> *Dave Lehman, COO and President, Birdeye*

Birdeye Agents have delivered outcomes since 2025

Birdeye agents have run in production for over a year at hundreds of enterprise brands — responding to more than 12 million reviews and consolidating billions of customer signals.

- A top three healthcare system: +30% AI search visibility and 2.2× monthly reviews, with the AI Search and Review Generation Agents.
- An enterprise financial-services provider: 49,000 reviews through the Review Response Agent, 91% handled with no human touching the reply, every response on-brand.
- A national dental group (4,000+ locations): +29% review volume and +15% keyword-rich reviews with the Review Generation Agent.

- A senior-living operator (46 communities): +53% lead volume after closing AI-search visibility gaps with the AI Search Optimization Agent.
- A multi-location self-storage brand (255 locations): 62% auto-pay adoption and a 5% LTV lift, with three agents running one campaign end to end.
- 27 agents live across marketing, operations, and customer experience.

Agents create capacity, but no one owns the outcome.
Agents have been a genuine breakthrough, creating capacity and doing work at a speed and scale no team could match. But an agent performs a single action and multi-location brands need more than actions. They need outcomes delivered at every location, every day. Without an orchestration layer, a growing roster of agents becomes agent sprawl.

“Nobody wants to remember the name of 27 agents or manage an org chart of software. You should be able to name the outcome you want and have someone own it — managing all the agents for you. That's what a Birdeye Coworker does," said Naveen Gupta, CEO and Co-founder of Birdeye.

Meet Birdeye Coworkers. Coworkers own outcomes.

Birdeye's AI Coworkers are the multi-agent orchestration layer. Each owns a function the way a department head does. They monitor every signal, decide which agents to deploy, carry context, and report the outcome. Your team manages three coworkers instead of 27 agents. You decide what runs automatically and what needs your approval — down to the workflow and location.
- Jay, the Marketing Coworker — wins AI visibility. Agents spanning AI search visibility, listings, review generation and response, social publishing and engagement, local pages, and marketing automation.
- Myna, the Operations Coworker — books appointments. Debuting at View 2026, covering front-desk calls, appointment booking, reminders, waitlists, recalls, insurance verification, and outbound revenue.
- Robin, the Customer Experience Coworker — drives consistent CX. Agents for surveys, sentiment analysis, ticketing, and insights that turn feedback into fixes.

The Coworkers collaborate across functions. When a one-star review flags a recurring wait-time issue at a single location, Jay posts a compliant public response while Robin opens a ticket for that location's leadership and suppresses the customer from marketing sends. One review turns into an operational fix, in seconds. The Coworkers coordinated it — no single agent could have alone.

How it works: BirdAI is built on 13 years of context
Agents are only as good as the data and context they run on. Birdeye's Coworkers and agents run on BirdAI — Birdeye's Agent OS built on 13 years of multi-location data infrastructure: 200 million users, 10,000+ brands, and 3,000+ integrations across CRMs, PMSs, EHRs, and review, listings, social, and survey platforms. That context is the difference.

Every agent runs on the same BirdAI framework:
- Consolidate — bring together every signal from every system at every location
- Reason — apply the brand's voice, industry rules, and location-level memory and context to decide the right action
- Act — execute the workflow within the guardrails you set and deliver the intended outcomes

"The differentiation isn't the model. Every vendor has the same models. It's context: your location, your customer, your brand, your workflow. With thousands of native integrations, open APIs, an MCP, and 13 years in these industries, no one brings that context together like Birdeye. Context is what turns AI outputs into outcomes," said Dave Lehman, COO and President, Birdeye.

Availability
Jay, Myna, and Robin's agents are generally available today. Existing customers can work with their Birdeye support team to enable coworkers from within the platform; new customers can learn more at birdeye.com.

About Birdeye
Birdeye builds AI Coworkers for multi-location brands. Jay for marketing, Myna for operations, and Robin for customer experience orchestrate AI agents to win AI visibility, book appointments, and drive consistent customer experiences at every location.

They run on BirdAI, the Agent OS built on 13 years of multi-location data infrastructure and 3,000+ integrations—consolidating every signal, reasoning with industry, brand, and location context, and acting autonomously or with a human in the loop.

Birdeye is trusted by the world's largest multi-location brands across healthcare, dental, restaurants, financial services, automotive, retail, and property management. Birdeye holds the #1 position in 30 G2 categories, with top rankings sustained for as long as 17 consecutive quarters, and was named to G2's 2026 Best Agentic AI Products list.
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