



Peace of Growth Predicts AI Assistants Will Transform Business Visibility and Customer Discovery

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Peace of Growth, a business growth consultancy specializing in artificial intelligence strategies, predicts that AI assistants like ChatGPT, Gemini, and Perplexity will fundamentally reshape how customers discover and evaluate businesses within the next few years. The company's founders anticipate that most customers will form their first impression of a brand through an AI assistant's response rather than through traditional websites or search results.

This shift represents a significant departure from two decades of digital marketing focused on website optimization and search engine rankings. According to the company's analysis, businesses that have invested heavily in perfecting their online presence may find themselves unprepared for a landscape where AI-generated summaries become the primary point of first contact with potential customers.

"In a few years, your next customer will meet an AI's version of your brand before they ever see your website," said Muhammad Sarim Khan, co-founder of Peace of Growth. "Most companies have no say in what that version looks like, and that should worry them. The businesses that understand this shift now and prepare for it will have a massive advantage over those still focused solely on traditional digital marketing

channels."

The prediction comes as AI assistants rapidly gain adoption across consumer and business segments. Recent industry data shows that millions of users now regularly consult AI chatbots for product recommendations, service providers, and business information. These AI systems synthesize information from various sources to create summaries that increasingly serve as the definitive first impression of a company.

This evolution poses particular challenges for businesses that have relied on controlling their narrative through owned media channels. Unlike traditional search results where companies can influence their ranking through SEO strategies, AI-generated responses draw from a broader range of sources and apply their own interpretation to create summaries. This means businesses may have limited direct control over how they are represented in these critical first interactions.

The implications extend beyond simple brand representation. AI assistants often make direct recommendations, potentially determining which businesses customers consider and which they overlook entirely. This gatekeeping function could reshape competitive dynamics across industries, favoring companies whose information is more readily accessible and interpretable by AI systems.

For businesses preparing for this transition, the challenge involves understanding how AI systems gather, process, and present information about companies. This includes ensuring their business information appears in sources that AI models reference, maintaining consistency across various platforms, and building the kind of credibility that AI systems recognize and prioritize in their responses.

Peace of Growth specializes in helping businesses navigate the evolving landscape of AI-driven customer discovery. The company develops strategies that help businesses establish and maintain strong representation across the sources that AI assistants reference when generating responses about companies. Their approach focuses on building comprehensive digital footprints that ensure accurate and favorable representation in AI-generated summaries.

As artificial intelligence continues to transform how customers interact with information, the ability to influence AI-generated brand representations may become as critical as traditional marketing competencies. Companies that recognize and adapt to this shift early may find themselves with significant advantages in customer acquisition and brand building in an AI-mediated marketplace.

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