

Grab deploys agentic AI to empower merchants and driver partners

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Grab, a leading superapp in Southeast Asia, today unveiled agentic AI solutions to help merchant- and driver-partners further unlock their potential on the Grab platform. The AI Merchant Assistant and AI Driver Companion are intelligent solutions that provide valuable, actionable insights to Grab partners and help them with day-to-day tasks. They were developed with AI research organizations OpenAI and Anthropic, drawing on their latest foundational models.

This comes as Grab expanded its collaboration with OpenAI, **first announced in May 2024**, and signed a new strategic partnership with Anthropic, maker of the Claude AI models, to jointly develop new AI solutions and test the latest Claude models.

Philipp Kandal, Chief Product Officer, Grab, said: "Our merchant- and driver-partners are some of Southeast Asia's most entrepreneurial folk. We want to equip them with the tools to succeed, especially in an increasingly AI-centric world. The two agentic AI solutions we're introducing today are personal, intelligent assistants designed to help every merchant and driver optimise their businesses and maximise productivity. This will help them focus on what they do best – serving customers. These solutions reflect our AI-First with Heart approach – our commitment to solving real problems for the communities we serve, with AI at the core of how we work and what we build."

Intelligent companions powered by AI

AI Merchant Assistant

AI Merchant Assistant in action

Grab's new AI Merchant Assistant is a chatbot powered by Large Language Models (LLMs) integrated within the GrabMerchant app to provide merchants with tailored insights and help them handle daily tasks.

Most merchants on Grab's platform are small businesses that lack the resources bigger brands have to invest in advanced technology or the time to deeply analyse business performance.

The AI Merchant Assistant seeks to level the playing field by serving as every merchant's 24/7 business advisor. It understands their individual needs and responds to varied operational and business questions with precise and personalised recommendations, delivered in a friendly human tone. It can proactively reach out to merchants with business suggestions, like how to improve sales, in addition to helping them handle certain tasks like creating ad campaigns and updating menus. Soon, it will also suggest financing solutions tailored to individual merchants, including lending products from GrabFin and Grab's digital banks.

AI Driver Companion

Southeast Asia road conditions change quickly and can be challenging to navigate. Grab's AI Driver Companion features two new AI-powered solutions integrated within the Grab Driver app to help drivers be more efficient and productive.

Grab's new AI ride-guidance feature draws on real-time and historical data to predict where ride demand will be highest. It guides drivers towards those hotspots more quickly and precisely to find jobs faster. By taking the guesswork out of navigation, this feature also allows drivers to stay more attentive on the road. So far, over 250,000 drivers across Southeast Asia use this feature on a weekly basis.

The AI ride guidance feature guides drivers to hotspots

Grab's new AI-assisted voice reporting tool enables drivers to update Grab about road conditions in real time. This data is crucial for GrabMaps' accuracy. Historically, drivers manually submitted information about road conditions into the Grab Driver app, which was unsafe while driving and limited in detail. With this new tool, they can do so verbally instead, flagging traffic, roadworks, flooding and more, in greater detail and in multiple languages.

Since its pilot rollout, this tool has received over 16,000 reports a day from more than 900,000 drivers across the region. Grab has received a higher volume of more detailed feedback from drivers since its rollout, which has helped to improve the speed at which we are able to update GrabMaps as well as its accuracy. GrabMaps' accuracy is important for drivers' productivity and ability to serve passengers.

Drivers can verbally update Grab about road conditions in real time.

Solutions co-created with world class AI partners

Grab's AI Merchant Assistant was developed in collaboration with OpenAI and Anthropic, while the AI Driver Companion was developed in collaboration with OpenAI.

With 44 million monthly transacting users across 8 countries and over 800 cities in Southeast Asia, Grab offers OpenAI and Anthropic access to a large regional user base and real-life use cases to train, test and refine AI models. Grab works with its AI partners to co-create tools that merchants and drivers need to win across Southeast Asia.

"At Grab we've always believed that win-win partnerships help us go further, faster. By working with two of the world's foremost AI research organizations, we gain access to cutting edge capabilities enabling us to create innovative solutions that serve our community. At the same time, we provide our partners with real-world use cases and insights that help them to refine and push the boundaries of their AI models," added Kandal.

Grab leverages OpenAI models to generate tailored, accurate and relevant recommendations for each merchant using the AI Merchant Assistant, while Anthropic's Claude powers many aspects of the conversations Grab's AI Merchant Assistant has with users.

Separately, the new AI-assisted voice reporting tool for drivers harnesses OpenAI's GPT-4o to more accurately categorize different types of road incidents and conditions from driver reports. OpenAI's Real Time API technology also ensures this tool's own voice communicates with drivers empathetically and with lower latency, mimicking the speed and tone of human conversation.