# Turning the assistant on or off, and naming it

The assistant that texts your customers can be switched off at any time, and you can give it a name customers see.

## Steps

1. Open Features.
2. Find the AI switches and turn the customer assistant on or off.
3. To name it, open Setting up or tell Orsa the name you want it to use with customers.

## Good to know

With the assistant off, customers get HQ's plain scripted questions instead, and everything still works.

A named assistant introduces itself as an AI assistant for your company, so customers always know they are talking to AI.

https://orshihq.com/help/assistant-on-off-and-name